

NICOLE DO

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INTRODUCTION

A creative and analytical professional passionate about visual storytelling and turning complex ideas into simple, engaging solutions. With a background in Creative Business, I combine design thinking with a strategic approach to create meaningful connections through every project. I am driven to apply my skills in UX Design and Marketing to develop fresh ideas and innovative solutions.

SKILLS & PROFICIENCIES

Design

- Adobe Creative Suite
- Visual storytelling
- Visual communication
- UI design, graphic design
- Pattern recognition

Research & Analysis

- UX Research
- Design Thinking
- Market research

Marketing & Strategy

- Social media strategy & management
 - Brand strategy
 - Market research
 - Content creation
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EDUCATION

CREATIVE BUSINESS AND MEDIA MANAGEMENT

NHL Stenden University, Leeuwarden

Bachelor of Arts

With a concentration in Organisational Management and Marketing

INTERNATIONAL BRANDING

Windesheim University, Zwolle

Minor Programme

Collaborative minor with students from various universities to solve a branding challenge.

WORK EXPERIENCE

JUNIOR DESIGNER & MARKETING COORDINATOR

Studio Shosho, Amsterdam, Netherlands

September 2024 to August 2025

Collaborated on diverse creative projects, focusing on visual storytelling and interactive designs for film and museums.

Managed social media channels and developed brand strategies, contributing to the studio's online presence.

BRAND & CONTENT MARKETING INTERN

Intertraffic, RAI Amsterdam, Amsterdam, Netherlands

September 2022 to June 2023

Handled online content management, graphic design, and video editing for various platforms. Managed daily social media content and contributed to data analytics and newsletter campaigns. Supported the team by attending events to network with potential partners and conduct on-the-spot interviews.

SELECTED PROJECTS

UI DESIGNER

IELTS Writing Checker

December 2023 to April 2024

Designed the user interface and conducted research for a online platform that helps self-study students in Vietnam improve their IELTS writing skills.

BUSINESS STRATEGIST

European Influencer Academy, Leeuwarden, Netherlands

September 2021 to January 2022

Created a strategic business plan to help a purpose-driven academy achieve its goal of raising awareness among influencers, students, and businesses. The academy's mission is to promote responsible influencing and meaningful communication to counter fake news and filter bubbles. Analyzed the influencer economy to understand its dynamics and the influential role of influencers.

STORYBOARD ARTIST

CRAZE, Breda, Netherlands

September 2020 to November 2020

Designed an employee journey and created a storyboard for a media production aimed at winning the "War for Talent". Online collaboration.