

Nikola Wilson

p: 0411 279 783

e: nikola.wilson@hotmail.com

About me

I am an **enthusiastic, innovative,** and **self-motivated** designer with an insatiable curiosity for data and research. My background in Advertising and Interactive Visual Design equips me with a distinctive **eye for business** and **creative flair**. I am deeply committed to ongoing learning, and **easily adapt** to the latest technological advancements. My expertise spans various domains from automation, branding, customer relationship management, data visualisation, and website development. With a keen sense of empathy, I possess a remarkable talent for closing the divide between developers and stakeholders.

Skillset

Automation Branding Website Design

Customer Relationship Management UI/UX

Data Analysis Marketing Print Design

Data Visualisation Email Design

Product Development Project Management

User Research

Toolkit

Adobe Create Cloud Suite

Photoshop

Illustrator

Indesign

Adobe XD

Premier Pro

Angular

ASP.NET Razor

Azure DevOps

Azure Logic Apps

Blazor

Bootstrap

C#

CMS (Umbraco, Wordpress)

HTML5 & CSS3 (LESS)

Microsoft Office Suite

Power Automate

Power BI (M and DAX)

SEQ

SQL

Timeline

2009-2013 Lincraft Sales Assistant

2011 Jump the Q Graphic Designer (6mths unpaid)

2012 Keep Queensland Beautiful & Exceler8 Newspaper Graphic Designer (6mths unpaid)

2013 IPG Mediabrands Singapore Freelancer

2014-2017 Xtra Insights Digital Content Designer

2017-2023 Xtra Insights Digital and Clients Services Manager

Experience

Bachelor of Business & Bachelor of Creative Industries • Brisbane, Australia
Queensland University of Technology 2009 – 2012.

Xtra Insights • 2014-2023

Brisbane, Australia + Remote

Digital and Client Services Manager

During my 10 years at Xtra Insights, I assumed diverse roles and spearheaded a multitude of projects. Leveraging my project management skills, I consistently engineered solutions to streamline product development and crafting the brand identity. Collaborating with developers, I used my skills in UI and UX design to forge intuitive online experiences, underpinned by user research. I orchestrated automated processes to seamlessly improve staff time management, technical support, and customer relationships. Combining my creative flair with my analytical brain, I was able to create data visualisations that proved instrumental in aiding stakeholders with their data-driven decision-making.

IPG Mediabrands Singapore • 2013

Remote

Freelancer

IPG Mediabrands is a global media company situated in the advertising industry. As a freelancer with the company, I performed a variety of duties, including: performing industry analysis, preparing internal PR documents, designing PR plans, research on competitors, and other extensive research duties.

Jump the Q • 2011

Brisbane, Australia

Graphic Designer

Jump the Q is a personal branding business that aims to help small businesses market themselves. My tasks with this company involved writing and designing documents, website design, social media management and media research.

Fun Facts

- Golden Key Member Since 2011
- International Scholar Laureate Program, Business Delegation, China, 2011
- International Cultural Exchange Program, Pukyong University, Busan, 2012
- 2009, 2010, 2011, 2012: QUT Business Deans List Recipient

I like knitting, sushi, playing with my daughter, reading and David Bowie.

References

Available upon request.