

NICHOLAS CAPRANICA

☎ 323-236-7545

✉ capranicanicholas@gmail.com

🌐 nicholascapranica.com

EDUCATION

University of California, Davis - College of Letters & Sciences

Design (B.A.) & *Minor in Music* | Graduated June 2019

Google UX Design Certificate

Online Design Course | Graduated April 2022

WORK EXPERIENCE

Freelance | Visual / Graphic / UI/UX Designer

Los Angeles, CA | 06/2016 - Present

- > Conceptualized and designed album cover art for commercial releases with over 100,000 streams to date
- > Created wireframes, low-fidelity, and high-fidelity prototypes for Merid.io, a music sharing app, and EZRentals, an apartment listing product
- > Conducted user research and performed usability study tests in an effort to improve the user flow of products

DoLA | Graphic Design Intern

Los Angeles, CA | 06/2016 - 08/2018

- > Designed over 30+ album cover artwork, social media posts, logos & concert flyers shared on social media platforms, receiving a reach of over 10,000 views
- > Worked closely with the design and engineering team to create designs that communicated and represented the vision of the brand

Homer R. Heacock Realty, Inc. | Real Estate Agent

Montebello, CA | 02/2020 - Present

- > Analyzed the local housing market using previous and active sales data to create CMA's for potential clients
- > Leased several commercial properties throughout LA County, leading to more than \$1,000,000 in gross lease value
- > Sold residential and commercial properties, doing more than \$1,200,000 in sales

The Recording Academy | GrammyU Brand Ambassador

Davis, CA | 09/2016 - 06/2019

- > Used social media platforms such as Facebook, Instagram, and Twitter to recruit more than 20 UC Davis students with an interest in music and networking to join GrammyU
- > Helped organize sound-checks in the San Francisco Bay Area with artists like Zedd & Khalid
- > Utilized flyer and in-person marketing to increase the presence of GrammyU on campus

TrendDef Studios | Artist Relations Specialist

Los Angeles, CA | 06/2016 - 09/2016

- > Recruited 15 independent artists to TrendDef Studios over the span of 3 months, helping make the studio over \$12,000 in session bookings alone
- > Digitally advertised the TrendDef Studios company using outlets such as ReverbNation, Instagram, Facebook, and Craigslist

RELEVANT COURSES

- > *Graphic Design*
- > *UI/UX Design: Principles & Practices*
- > *Ideologies of Design*
- > *Interactive Media I & II*

SKILLS

SOFTWARE

Figma, Sketch, XD, Illustrator, Photoshop, Premiere Pro, InDesign, Invision, Microsoft Office Suite, G-Suite, ProTools, FL Studio, Mac OS, Windows OS

METHODS

- > *Wireframing and Prototyping*
- > *Usability Studies and User Research*
- > *Mobile and Desktop Responsive Design*

LANGUAGES

- > *English (Fluent), Italian (Limited), Spanish (Limited)*
- > *HTML5 (Proficient) & CSS (Limited)*

INTERESTS

UI/UX Design, Product Design, Visual Design, Web Design, Responsive Design, Music Production, Songwriting, Sound Design, Hip-Hop/Pop Culture, Skateboarding, Album Cover Art Design