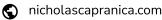
# NICHOLAS CAPRANICA

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# 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 wifeframes, 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 commerical 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 Reponsive Design

#### LANGUAGES

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

(Limited)

## INTERESTS

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