

Nikeisha Nelson

Profile

Nikeisha is intrigued by, and continues to explore ways functionality, craft, intuition, deep research, & user behavior translate to design. Fostering trusted relationships, thoughtfully guiding design efforts, and identifying new opportunities are key to her design approach.

Education

MA Design | Royal College of Art

Design Products (2016-2018, London)

Dissertation: "Beyond Skin & Skull: The Re-Design"

BFA | University of Michigan

Art & Design School, Magna Cum Laude (2009, Ann Arbor)

Fashion Institute of Technology

Non-Degree, Marketing / Design (2008, NYC)

Pratt Institute

Non-Degree Concept Design (2006, NYC)

Software

Adobe Creative Suite • Photoshop • Illustrator • Keynote • AfterEffects • Figma • Sketch • Cinema 4D • Blender • Unity • Arduino • Processing

Skills

Concept Development • Visual Design • Design research (interviews, workshops) • Concept ideation • Prototyping • Interaction Design • Product Design • User Centered Design • Video Editing • 3D Modeling • Typography • Infographics • Art Direction • Exposure to AI tools • Basic programming (C, C#) • Physical computing

Soft Skills

Leading & strengthening teams • Strategic-thinking • Mentoring • Presenting to stakeholders • Cross-functional collaboration • Applicant screening / team building

Special Initiatives

Creator of V//SM (Visual Sports Monitoring) A wearable and app, which presents a 3D motion capture of the swimmer and provides feedback detailing efficiencies and inefficiencies of the swimmer's stroke.

Creator of Flate (patent pending)

A circular economy alternative to cardboard packaging and plastic waste products.

Experience

**(Earlier roles available upon request)*

Apple

Associate Creative Director | Oct 2023 - Current

Senior Art Director | Mar 2021 - Oct 2023

Oversees digital designs (UX/UI & Art Direction) across .com, the Channel ecosystem, and digital retail experiences for product launches (among other special initiatives). Mentors, inspires, and guides the design team while collaborating with several cross-functional partners (such as: developers, strategists, data science teams, copywriters, and content teams) to improve our digital experience. Participates in staffing / planning, presents projects, pitches concepts, and fosters relationships with stakeholders to positively influence output.

Google

Sr. Visual Designer, Contractor | Feb 2021 - Mar 2021, NYC

Established a Figma workflow to improve efficiency for the design team. Collaborated with the motion team to bring visceral story-telling moments to life.

Frog Design

Senior Visual Designer | Feb 2020 - Feb 2021, NYC

Collaborating cross-functionally and utilizing the human-centered approach to establish unique and impactful art direction, visual, and digital product designs.

Elan Skis

Art Direction, Contractor | Aug 2018 - Feb 2019,

NYC / Slovenia

Developed a series of ski designs, including marketing direction, graphic execution, copywriting, and color story for the female North American market.

Imperial College + Bill & Melinda Gates Foundation

Concept Designer, Contractor | Aug 2017 - Jun 2018, London

Established concept designs for a nutritional intake monitoring device through sketches, research and prototyping.

Collaborated with the lead researcher to finalize designs through 3D modeling and wear tests.

Christopher Ræburn

Product Designer, Contractor | Jun 2017 - Jan 2018, London

Conceptualized, designed, and prototyped Remade® bag designs alongside the Ræburn team, for the AW18 collection. Premiered at London Fashion Week 2018.

Interests

- Muay Thai • Swimming • Sketching • Learning German
- DJ'ing (turntabalism)