

Nikeisha Nelson

Profile

I'm intrigued by, and continue to explore ways in which, functionality, aesthetics, intuition, & narrative translate into design. In-depth research, iterative prototyping, taking chances, and effective collaborations are key to my design practice.

Education

MA | 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, AnnArbor)

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 • Rhino • Cinema 4D • Blender • Unity • Arduino • Processing

Skills

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

Soft Skills

Leading teams • Patience • Mentoring • Presenting to stakeholders • Collaborative as well as self-sufficient

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 Inc.

Associate Creative Director | Oct 2023 - Current

Senior Art Director | Mar 2021 - Oct 2023

Identifying mechanisms to improve ways of working, while bridging relationships, leading design teams, mentoring, presenting to stakeholders, and collaborating to execute salient digital projects for a global audience.

Google Brand Studio

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)