



# NILA WARD

## GRAPHIC DESIGNER

## PROFILE

A Local LA designer with a background as a pro water polo player, coach, & ocean lifeguard. I draw inspiration from the colors, cultures, and people in the world around me and aim to create well-crafted, thoughtful designs. As a lifelong learner, I'm continually working to further develop my skills and aesthetic, and believe that the magic lives in the details. A teacher at heart, I am comfortable in both team settings and leadership roles, where I place importance on collaborative strategizing and elevating the voices of those around me.

## ACADEMIC PROJECTS

### PELICAN SWIM COMPANY

Santa Monica College- Graphic Design

#### Spring 2022

- Created comprehensive branding for the startup of an imagined size-inclusive active swimwear company
- Brainstormed, sketched, and designed an original logo using Adobe Illustrator that would help tell the story of the company.
- Designed cohesive PR materials for the brand, including business cards, stationary, brochures, media folders & merchandise mockups.

### DIGITAL KARMA

Santa Monica College- Graphic Design/ Motion Graphics

#### Spring 2023

- Created a lead-gen Instagram ad for Digital Karma UX product evaluations. (Professor's Company)
- Researched and designed a 15 second video ad using Adobe After effects, strategized caption, hashtags, and best time for posting
- Increased visits to the Digital Karma website by 56% over a 24 hour period after posting.

## CONTACT

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## EDUCATION

### SANTA MONICA COLLEGE - 2023

A.S. in Graphic Design (4.0)

### DURHAM UNIVERSITY (UK) - 2017

M.A. in Education (with Merit)

### UC SANTA CRUZ - 2010

B.S. in Health Sciences

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## U&LC REBRAND

Santa Monica College- Graphic Design

### 2019-Present

- Reimagined a logo for the publication U&LC; incorporated it into a magazine cover design, and created spreads for headline articles
- Researched U&LC history and typography, brainstormed, sketched. & iterated solutions to pay homage to past U&LC issues with an updated feel.
- Utilized Adobe Suite: Illustrator for the logo design, Photoshop to edit cover photo, and Indesign for the layout.

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## WORK EXPERIENCE

### EL SEGUNDO HS. & TROJAN WATER POLO CLUB

Head Coach, Boys & Girls Water Polo

#### 2019- Present

- Led Boys and Girls water polo teams to 3 undefeated league titles and a 2002 Girls CIF Championship.
- Established & built a successful program: Building community, recruiting members and sharing knowledge from 16 years of coaching & 8 years playing as a professional water polo player
- Developed creative practice plans, collaborated with assistant coaches, organized and communicated team operations with parents, athletes, officials, and opposition.
- Designed and ordered team gear; created eye-catching fliers, posters, and mailers for team events and fundraising efforts.

### LA COUNTY FIRE DEPARTMENT

Ocean Lifeguard, EMT & Youth Programs Senior Instructor

#### 2007- Present

- Veteran Ocean Lifeguard working to provide safety, education, and assistance to beach patrons
- Routinely multitasked, remaining positive and proactive in a high stress environment with hazardous conditions.
- Led the Junior Lifeguard Programs in Venice & Santa Monica, educating and inspiring youth (aged 9-17) on ocean safety, lifesaving skills, & surf racing
- Successfully mentored dozens of Jr. Lifeguards to become Ocean Lifeguards, some who are now promoted to full-time specialists.

## SKILLS

- Graphic Design
- Design Research
- Illustration
- UX/UI Design
- Motion Graphics
- Project Management
- Brand Identity
- Communication: Google Suite- Mail, Drive, Sheets, Docs, Forms, Slides
- Team Building & Leadership

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## TOOLS

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- After Effects
- Figma
- Procreate
- Canva
- Google Workplace

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## ADDITIONAL

- EMT & AED/CPR/First Aid Certified
- Proficient in speaking, reading, & writing in Spanish
- Professional Lifeguard Foundation Scholarship Winner- 2017
- Compostella Recipient for completing the "Camino de Santiago" 500 mile hike across Spain- 2016
- Volunteer Foster Dog Mom with Wags & Walks since 2019