

Nicole Borden

Brand AND EVENT DESIGNER

Environmental Design · Brand Experiences · Events · Campaigns

San Diego California
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EXPERIENCE

Oracle NetSuite, Remote — *Creative Designer*

JUNE 2024 - PRESENT

Design brand experiences across global events, environments, advertising, and digital channels from concept through production.

Contributed to 4 SuiteWorld conferences (~8,000 attendees) and owned creative for 5 SuiteConnect events (400–1,000 attendees) across Japan, Chicago, Sydney, and Toronto.

Co-designed the SuiteWorld Learning Lab, featuring 10 hands-on labs and 8 primary spaces, with ownership of floorplans, furniture, spatial planning, print and environmental creative.

Led project deliverables into production with agencies, fabricators, and vendors; review proofs and fabrication details and served as lead creative onsite, directing 30+ crew members during Learning Lab installation.

Adapt the evolving NetSuite Next brand system across 60+ print and digital placements, including billboards, emails, and publications such as *The Wall Street Journal* and *The Economist*.

Oracle NetSuite, Remote — *Creative Design Intern*

JUNE 2023 - JUNE 2024

Designed event, environmental, and digital assets for SuiteWorld and SuiteConnect within NetSuite's brand system.

Collaborated with creative and cross-functional teams to develop production-ready assets.

Cal Poly Iter8 Club — *UX Designer & Project Manager*

JANUARY 2023 - JUNE 2023

Led a four-person design team in developing a brand identity and digital experience for a children's footwear startup.

Managed the project from research and concept development through prototyping and final presentation while coordinating timelines, responsibilities, and client feedback.

EDUCATION

California Polytechnic State University, San Luis Obispo

B.A. Art & Design — Graphic Design
Concentration | 2024

SKILLS

• Adobe Creative Suite

- Illustrator
- Indesign
- Photoshop
- After Effects

• Figma

• Wrike

• Google Workspace

• Microsoft Office

• Slack

• Wix

EXPERTISE

Experiential Design - Event

Branding · Environmental Graphics
· Spatial Planning · Signage & ·
Wayfinding · Design Systems ·
Custom Builds

Brand + Campaign - Brand Identity

· Campaign Design · Print Design
Digital Design · Digital Advertising

Production - Production Design ·

Design QA · Vendor Collaboration ·
Fabrication Coordination ·
Installation Oversight · Creative
Concepting