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nicolemcglashandesign.com

NICOLE MCGLASHAN

Graphic & Motion Designer · Social-First & Digital

Graphic & Motion Designer with 3+ years of industry experience creating expressive, social-first visuals that balance creativity with strategic clarity & impact. Experienced across agency teams, freelance projects & in-house brand teams, delivering motion-led social content, paid ads, performance-driven decks & digital assets. Known for strong visual storytelling, polish & the ability to translate ideas & data into engaging design.

CORE SKILLS

Design & Motion

- Graphic Design
- Motion Design
- Visual Storytelling

Social & Performance

- Paid Social Creative
- Short-Form Video
- UGC Content

Layout & Systems

- Deck Design
- Data Visualisation
- Brand Consistency

Tools

- Photoshop
- After Effects
- Illustrator
- Premiere Pro
- Figma
- Canva

EXPERIENCE

Evolved Media Group | Presentation Designer | Freelance

Jan 2025 – Dec 2025

- Owned the design of client-facing decks, shaping how performance insights & strategy were communicated.
- Translated Metricool data into clear, digestible visuals.
- Maintained consistent, on-brand visual standards across all presentations.

She's So Jaded | UGC Content Creator | Freelance

July 2023 – Oct 2025

- Created social-first video & static content for organic & paid use across Instagram & TikTok.
- Collaborated with K18, Tymo & Remington, developing short-form content systems centred on hooks, pacing & on-screen text.

Be Grizzlee | Digital Designer

May 2022 – Oct 2025

- Designed pixel-perfect digital assets for Apple across social, web & mobile formats for global markets.
- Prepared layered PSDs for animation & localisation, edited content for international use & developed storyboards in Figma.

EDUCATION

BA (Hons)
Graphic Design - 2:1
Nottingham Trent

ACHIEVEMENTS

She's So Jaded -
Content Creation

School of Motion 2023 -
Principles of animation

Master Figma Course
SaaS Design 2024 -
Beginner to Pro

AdColony | Creative

Oct 2021 - May 2022

- Designed animated end cards for L'Oréal, Red Bull & Johnnie Walker.
- Led mock-up creation aligned with global brand guidelines in collaboration with international teams.

Hype Lab | Creative Apprentice

Feb 2021 – Oct 2021

- Produced branded social content for artists & labels including Atlantic Records, UKF & Insanity Records.
- Supported research, ideation & creative strategy for client campaigns.