

NICKLESH SONI

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EDUCATION

June 2008

University of California, Los Angeles

Bachelor of Arts in Design | Media Arts

EXPERIENCE

May 2008 - Present

Collabo

Video Performance Artist & Designer

- + Create video jockey content and perform live at venues such as *HARD Summer Festival, RERAX, UCLA Fashion Show*, and various venues in the Los Angeles Area
- + Design brand identity and promotional material for website and products
- + Co-organize and direct the collective including 20 other members

Summer 2008

UCLA Design | Media Arts Summer Institute

Teaching Assistant

- + Created a curriculum for the *Graphic Design* course that introduced students to typography, layout, and photographic principles, culminating in a final publication
- + Assisted students individually through storyboarding, reviews, and daily critiques
- + Taught and directed in class sizes as large as 28 students per week

Summer 2006

Hello Design

Web Design Intern

- + Planned and produced web and print projects for the interactive design firm
- + Involved with each stage of project development from proposals to client relations
- + Collaborated with fellow designers and developers daily in meetings and on projects

Summer 2005

Flipclips

Graphic Design Intern

- + Designed, produced, and developed content for the company's flip book products
- + Dealt with a large variety of visual styles to cater to specific needs of clients
- + Introduced to a professional working environment and commercial sector of design

HONORS & ACTIVITIES

Summer 2008

Spring 2008

Summer 2007

Spring 2007

Spring 2007

University of California, Los Angeles

- + Founding of *Freelance Republic*, a freelance design group
- + Senior Show exhibition, *Coalesce*, at the UCLA EDA Gallery
- + UCLA EAP study abroad program in Siena, Italy
- + Senior Projects exhibition, *DESMA 159*, at the Broad Art Center
- + Semi-Finalist for the Adobe Design Achievement Awards in Print

SKILLS

Software

- + Proficient in the Adobe Creative Suite including Photoshop, Illustrator, InDesign, After Effects, Premier, Dreamweaver, Flash as well as Final Cut Pro, Logic Pro, and strong working knowledge of Processing, Actionscript, HTML, and CSS

Foreign Language

- + Knowledge of Gujarati and working knowledge of Italian and Spanish

+ *References, cover letter, and hard copy of portfolio available upon request*