

N I C O L E H A C K

CONTACT

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EDUCATION

Master of Digital Media (MDM)

Ryerson University

Toronto, Ontario | August 2020

Creative Industries (BA, Honours)

Minor in Photography

Ryerson University

Toronto, Ontario | 2019

SKILLS

- Media production
- Public speaking
- Design Thinking
- Research Design
- Teaching & Coaching
- Communication
- Organization

WORK EXPERIENCE

FREELANCE SERVICES

NICOLE HACK CONSULTING | REMOTE | 2020 - present

- Integral in creating the Creative Mind Academy (CMA), a unique, revenue generating, and highly experiential program at San Diego State University.
- Created branding strategies and materials for digital and tactile communications including logos, info books, and style guides.
- Collaborated with creative and administrative stakeholders.

TEACHING ASSISTANT

SCHOOL OF CREATIVE INDUSTRIES, RYERSON UNIVERSITY | TORONTO | 2019 - 2020

- Taught research methodology and entrepreneurship courses that were tailored for the creative industries, ventures, and enterprises.
- Used professional and personal experience to apply analogies and references to theory.

RECRUITMENT AMBASSADOR

FACULTY OF COMMUNICATION & DESIGN, RYERSON UNIVERSITY | TORONTO | 2017 - 2018

- Created visual and written communication campaigns for social media, organized multiple 200+ person events, delivered keynote presentations to medium and large audiences.

CREATIVE INDUSTRIES INTERNSHIP

DELUXE ENTERTAINMENT | TORONTO | 2018

- Managed confidential client information and information databases.
- Assisted TIFF event planning, coordinated collaborations with partner companies, conducted independent research and organized large data files.
- Worked with interdisciplinary teams with varying priorities, timelines, and technical restrictions and collaborated with creative teams.

SENIOR CUSTOMER SERVICE LEAD

RYERSON ATHLETICS AND RECREATION, RYERSON UNIVERSITY | TORONTO | 2013 - 2018

- Created exceptional guest experiences with equity and inclusivity at the core.
- Delivered exemplary customer service, coordinated and led hiring carousels, made hiring decisions, trained and supervised staff, and developed new programming for staff and students.
- Nominated into a leadership program requiring extensive volunteer hours, cross-university collaboration and mentorship.

N I C O L E H A C K

MEDIA PRODUCTION

PHOTOGRAPHY

A decade of experience producing and curating personal photography exhibits requiring planning, proposals, and practical knowledge of technologies.

MEDIA PRODUCTION

Made multiple short-films and videos for documentary storytelling and marketing content. Am also fluent in other design softwares like Illustrator, InDesign, and Procreate.

PROTOTYPING

Created prototypes for large companies and theoretical products in an entrepreneurial context. Projects required an understanding of user interaction, and experience design.

ADDITIONAL EXPERIENCE

TRANSMEDIA ZONE ASSOCIATE

TRANSMEDIA ZONE, RYERSON UNIVERSITY | TORONTO | 2019 - 2020

- Worked with start-up founder in Ryerson's Transmedia Zone on reconstructing digital content for seamless consumption.
- Strategy included explainer video, refined descriptive content and condensed textual information online.

THRILL DESIGN CLUB

THRILL CLUB, RYERSON UNIVERSITY | TORONTO - ORLANDO | 2019 - 2020

- Team member for Universal Creative presents the Ryerson Invitation Thrill
- Design Competition as the only interdisciplinary Canadian team Florida.
- Competed in hackathon-style challenges in themed entertainment with sub categories in accessibility, UX & UI design, and concept & mechanical design.

GLOBAL PERSPECTIVES

INDEPENDENT | 2014 - present

Research and budgeted for group and independent global travel for school, leisure and professional development. Selected highlights include:

- Solo hike to Annapurna and Mt. Everest Base Camp;
- 3 weeks on horseback through central Mongolia and Gobi Desert;
- 5 week solo travel-study trip through South-Eastern China;
- 6 week volunteer-independent travel through Central and Southern India;
- On location film-making in Iceland.

SANDBOX MEMBER

DIGITAL MEDIA ZONE, RYERSON UNIVERSITY | TORONTO | 2017 - 2019

- DMZ & Accenture's Craft and Consult: worked with a team of business students and Youth Employment Services to develop an outreach & marketing strategy. Gained teamwork & design thinking skills.
- DMZ's Art of Storytelling: 6 week long interpersonal development workshop with professional storyteller. Honed presentation, improvisation & visual communication skills.