



NICOLE LAWLEY
DESIGNS

NICOLE LAWLEY DESIGNS WWW.NLAWLEY.COM

“CURIOSITY ABOUT LIFE IN ALL OF ITS ASPECTS, I THINK,
IS STILL THE SECRET OF GREAT CREATIVE PEOPLE.”

-LEO BURNETT

CONTENT



ALTITUDE RACK SYSTEMS



GREEN TREES



FLASHBACK



TREND TALKS

1

WEB DESIGN

Client: **Altitude Rack Systems**
Year: 2018

For this client, we branded from the ground up at Onyx Digital Media. I was responsible for creating ARS's website at www.altituderacks.com. They were looking for a site that would captivate their brand and give customers a detailed insight to what their racks are all about. Their site also will include a full shop once they are fully capable.





2

LOGO & WEB DESIGN

Client: Green Trees Wellness
Years: 2017, 2018

This is a web mockup example for a website that I currently maintain with Onyx Digital Media for a company called Green Trees. They are a medical marijuana seller in Truckee, California and their vibe is holistic, modern and outdoorsy. We wanted to reflect a modern, clean and simple website that is not overwhelming since there is so much information. The website is responsive and clean.

I created these logos for them as well. They wanted to create a new logo that represented their personality better to reflect being outdoors and adventurous as well as being holistic. These logos are similar to modern logos used for camping or adventure companies. They were very happy with the options.



3

LOGO DESIGN

Client: **Flash Back**
Year: 2018

This is the logo I created in black and white for my dad's band. They were looking for something more retro that reflected the style of music they play which is classic rock hits from the 60's, 70's and 80's. They are very happy with the result.



Flash Back

The logo features the words "Flash Back" in a hand-drawn, cursive font. Below the text is a stylized black silhouette of a mustache and a goatee. The top bar of the mustache is a thick horizontal line that extends to the right, ending in a key-like shape with three teeth.



Flash Back

This is the same logo as above, but with the text and the mustache silhouette rendered in white against a solid black background.

4

TRENDTALKS

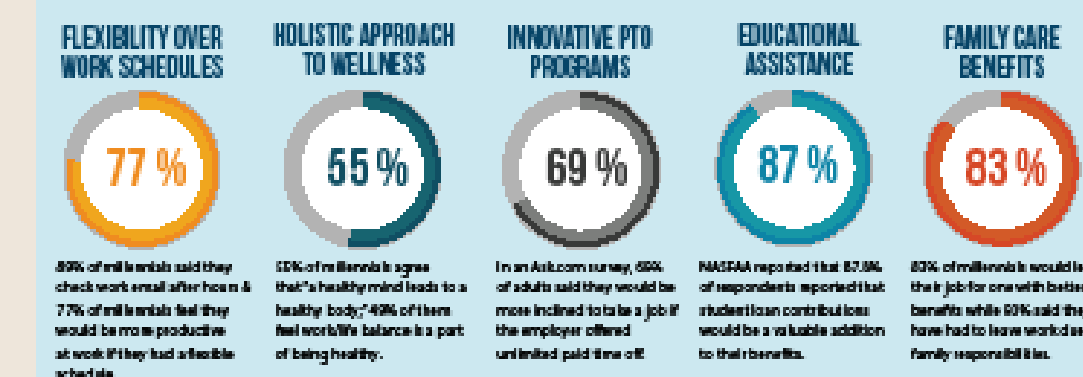
Client: International Game Technology
Year: 2018

The purpose of this project was to set up a space in Yammer where HR can share people trends and spark innovative ideas among the team around the globe. I created TrendTalks serves as a forum for the HR team to share ideas and brainstorm about new developments in the field of HR, such as new research findings and innovative strategies that will assist new operations. I create infographics on a monthly basis to summarize articles and hot trends. Trends and topics chosen are relevant to IGT and the current HR challenges and opportunities.

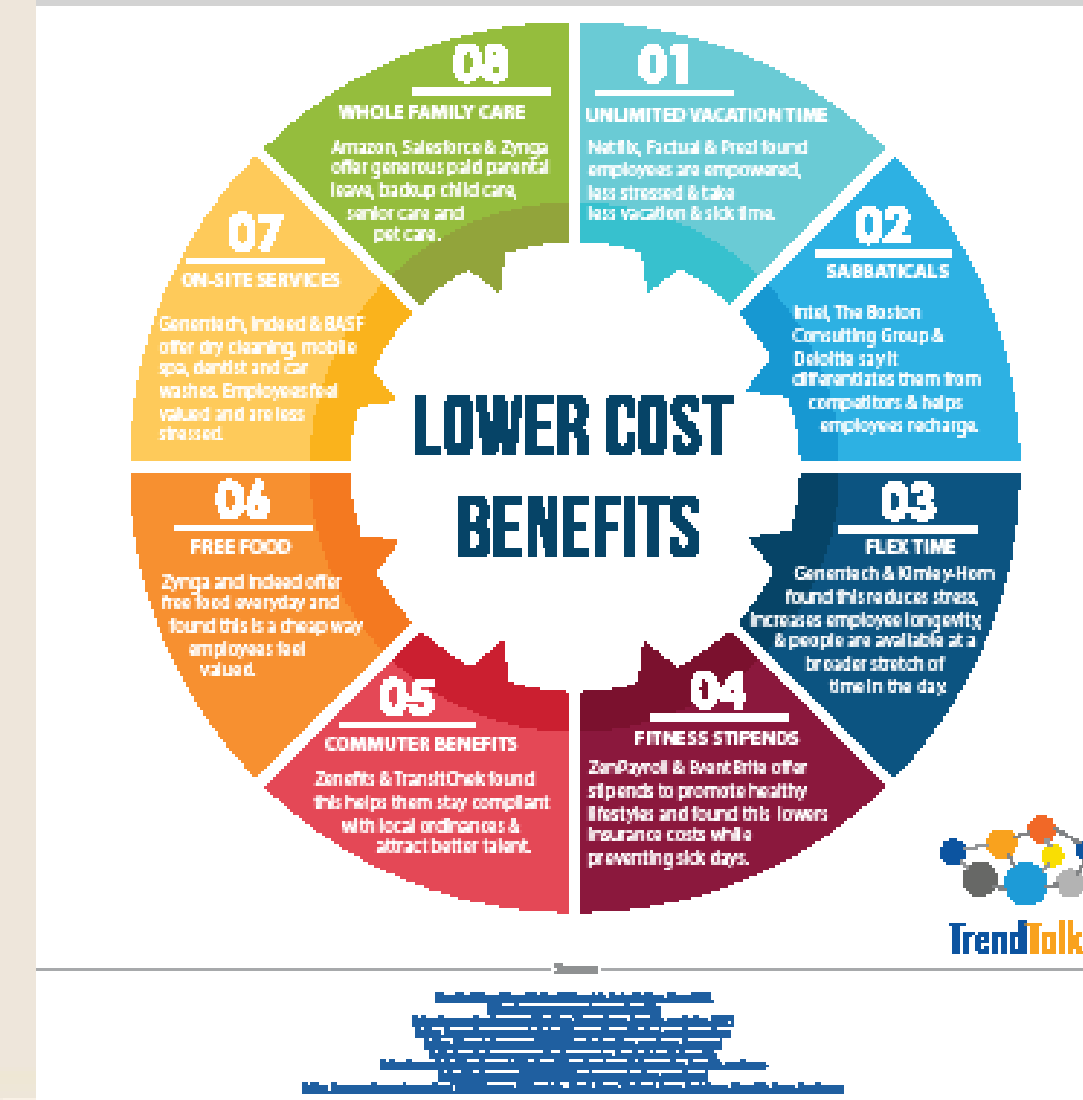
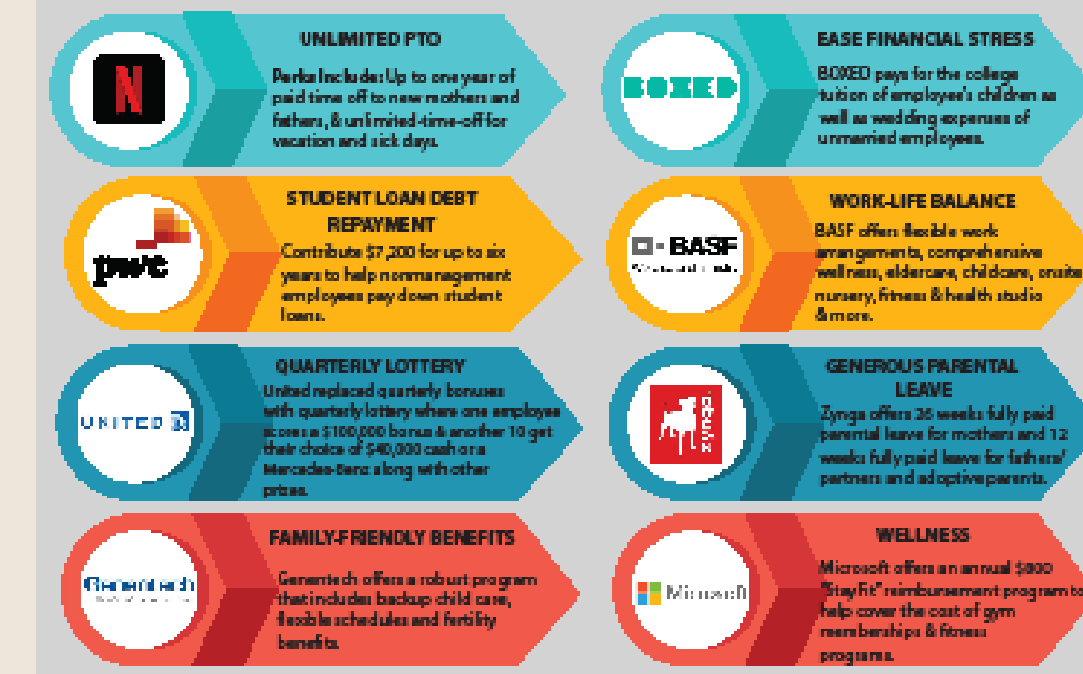


NON-TRADITIONAL BENEFITS EMPLOYEES LOVE

WHAT MILLENNIALS WANT



COMPANIES WITH INNOVATIVE BENEFITS



THANK YOU FOR YOUR ATTENTION

<https://nicolelawley.myportfolio.com>
nicolelawley2691@gmail.com
775.881.8165



[behance.net/nicole_lawley](https://www.behance.net/nicole_lawley)



[linkedin.com/nicolelawley/](https://www.linkedin.com/nicolelawley/)