

# Nicole Thompson

Designer & Visual Journalist

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nicolethompsondesign.com

## National Geographic

- **UX Design Editor, Interactive Storytelling** | Jan. 2022–present  
Design custom stories for our website, coordinate between departments, edit others' digital graphics and story designs, project management, social media design
- **Production Lead, Editorial** | Feb. 2020–Jan. 2022  
Manage how all stories that appear in the magazine appear on our website and app, design short and feature print pages, co-lead print production, hire and manage interns, art direction, oversee website content management system transition
- **Associate Design Editor** | Sept. 2016–Feb. 2020  
Design short-form stories for the front of National Geographic magazine, produce iPad edition of the magazine, convert print stories for web, assist with final print production, implemented major print redesign, art direction

## Observer Media Group

- **Freelance** | Oct. 2016–present  
Design quarterly LWR Life and Key Life magazines, newspaper design and infographics
- **Managing Editor of Design** | Aug. 2015–Sept. 2016  
Oversee the design of six weekly newspapers; design two papers myself, special sections and information graphics; manage two designers; coordinate across departments
- **Design Editor** | June 2012–Aug. 2015  
Design two weekly newspapers, assist on other weekly newspapers and special projects, created organization's first maps and information graphics, assisted in two redesigns

## Columbia Missourian newspaper

- **Graphics Editor** | Aug. 2011–May 2012  
Teach students to create information graphics using Adobe Illustrator and Flash, edit and grade work, collaborate at daily editors meetings, create information graphics

## Western Golf Assoc. and Evans Scholars Foundation

- **Communications Intern** | May–Aug. 2010, May–Aug. 2011  
Redesign, write features, design pages, and take photos for the Evans Scholars Alumni Magazine; shoot and edit video and photos; write and design flyers, newsletters, and press releases; update website; assist with website redesign; develop social media strategy

## Daily Herald newspaper

- **Reporting Intern** | Jan.–May 2011  
Report on the United States Congress from Washington, D.C., for a suburban Chicago audience; write feature and news stories; cover events including the State of the Union, congressional hearings, and more; take photos

## About me

I'm a designer with experience in nearly every facet of journalism. I've reported on the U.S. Congress and directed award-winning illustrations. I participated in the redesigns of *National Geographic* and top weekly newspapers. I introduced information graphics to newspapers that had never run them before and designed social posts for @natgeo, the number one brand on Instagram. I led CMS transitions and did everything from photography to video editing for a nonprofit. Most recently, I introduced the NatGeo design team to Figma, establishing a design system, training staff, and designing stories of my own. I love storytelling in all its forms and working with a team to find innovative ways to reach readers. I thrive under deadlines in both employee and management roles.

## Education

**Bachelor of Journalism,**  
**University of Missouri-Columbia**  
Emphasis in Convergence Media  
Minor in Political Science  
**Honors:** Magna Cum Laude, Honors Certificate, Multicultural Certificate

## Technical Skills

- InDesign
- Illustrator
- Photoshop
- Figma
- Asana
- Basic HTML/CSS

## Awards

National Geographic: **Ellie, SND**, and **SPD** awards for design and art direction  
Observer Media Group: **Local Media Association** and **Florida Press Association** awards for information graphics and design.

## Connect

   @nthompson89