Nicholas Ostella

Graphic Designer ▪ Visual Communicator

EDUCATION

New Mexico State University
Bachelor of Arts
Graphic Design
2012 - 2017

SKILLSET

Adobe Creative Cloud
InDesign, Illustrator, Photoshop, Lightroom, Bridge, Acrobat

Workflow
Basecamp, Wrike
Microsoft Teams
Microsoft Office
WordPress

AI tools
Codex, Claude, ChatGPT
Krea, Gemini

Traditional skills
Drawing
Digital illustration
Digital photography
Painting
Printmaking

njostella@gmail.com ↗
ostella.design ↗
Behance ↗ LinkedIn ↗

EXPERIENCE

Allytics
Graphic Designer II, Dec 2024 - Present
Graphic Designer I, Oct 2022 - Dec 2024

- Design print and digital marketing within established brand systems for AWS, Microsoft, Google, IBM, Dell, and other industry leaders.
- Clarify complex AI and technology content through typographic hierarchy, explanatory diagrams, and storyboards.
- Create banner ads, vector iconography, publications, one-pagers, solution briefs, ebooks, and presentations.

New Mexico State University
Marketing & Communications
Graphic Designer, 2017 - 2022

- Designed publications and print and digital advertising with clear typography and editorial hierarchy, from brochures and posters to billboards.
- Led departmental logo, social media, and stationery design; set production specifications for university letterhead, envelopes, and business cards.

Arrowhead Center
Graphic Designer, 2017

- Designed posters, apparel graphics, logos, packaging, and web layouts; updated event and news content in WordPress.

Independent work

Design and develop independent desktop and Android apps for media and visual exploration, alongside custom websites including ostella.design.