

Nicole D Ehrman

Graphic Design | Visual Design
Palmerton, PA

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I am a Senior Graphic Designer skilled at translating complex ideas into on-brand, compelling visual solutions. I have a passion for creative problem-solving and I am currently working on a UX Design Certificate to expand my skill set. I am actively seeking opportunities to create intuitive and delightful designs that leave a lasting impression.

EXPERIENCE

Graphic Design | Visual Design

Nicole D Ehrman Creative

January 2011 – Present

- Design visual assets for various businesses in hospitality, construction, e-commerce, automotive, retail and more.
- Clients ranging from small business to large brands like Victoria's Secret.
- Deliverables include logos, labels, product photography, websites, social media graphics, catalogs, flyers, marketing material, event signage and more.
- Clients: Benjamin Obdyke, Butler in the Home, PA Dustless Blasting, 66 Creative, PCA: Riesentöter Region, On-Air Associates, Victoria's Secret, Foundation Peace, ArtSkills

Marketing & Design Director

Mortgage America, Inc. | Full-Time

April 2018 – February 2023

- Oversaw design and marketing efforts for Mortgage America including print, digital, email marketing, and video.
- Designed branding assets such as business cards, postcards, doorhangers, envelopes, letterhead, thank you cards, Christmas cards, flyers, banners, and more.
- Created digital web ads, banners, email marketing campaigns, and social media graphics using Adobe Creative Suite.
- Managed and updated company's social media accounts (Facebook, Instagram, LinkedIn).
- Designed presentation decks from scratch used for business meetings and lunch and learns.
- Worked directly with loan officers to help create promotional material for various events, following brand guidelines.
- Managed various projects related to marketing, event planning, and website management.

Graphic Web Designer

MAP Of Easton, Inc. | Contract Position

January – July 2017

- Redesigned website using UX design practices leading to increased functionality of website from various plugins including order tracking, live chat, and job search feature.
- Improved the digital customer experience by setting up an e-commerce store allowing customers to purchase storefront products online.
- Designed informational product sheets for sales, website, and trade show use.

Graphic Designer

Once Upon A TreeHouse | Full-Time

October 2011 – October 2016

- Designed and produced Holiday catalogs from organizing lifestyle photoshoots, managing the design process to final production.
- Managed website by regularly updating content, product photos and descriptions, as well as installing new applications.
- Designed marketing assets for company's website, social media, and email marketing campaigns.
- Designed promotional materials and booth setup for Golden Globes trade show in Los Angeles and other events.
- Attended Toy Fair in New York annually to scout for possible additions to our product line.
- Assisted in designing of branding material including logos and business cards.

Junior Designer Intern

ArtSkills, Inc. | Internship

June 2011 – September 2011

- Collaborated in the creation of original clip art collection.
- Designed various typefaces and poster templates for customers to access online.

Junior Designer Intern

Graphic Communications, Inc. | Internship

September 2010 – January 2011

- Typeset and adjusted label graphics to customer brand specifications and prepared files for flexographic and digital print production.

Photography Department Freelancer

Victoria's Secret & Co. | Freelance

September – December 2008

- Organized model portfolios.

EDUCATION

Parsons School of Design | The New School

Bachelor of Fine Arts
Communication Design
2007 – 2011

Utrecht University

Art History
2010 – 2010
Studied Art History in Florence, Utrecht, and Berlin

SKILLS

Graphic Design, Visual Design, UX/UI Design,
Digital Design, Marketing Materials, Print
Materials, Pre-Press, Branding, Typography,
Photography, Figma, Canva, Mailchimp

Adobe Creative Suite: Illustrator, InDesign,
Photoshop, After Effects, Premiere Pro

Microsoft Office: Word, PowerPoint, Excel

Social Media: Facebook, Instagram, LinkedIn,
TikTok

Web Design: Wordpress, Magento, Shopify, Wix,
Squarespace