Nicole D Ehrman

Senior Graphic Designer
Palmerton, PA

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Collaborative and detail-oriented designer with a passion for creating thoughtful visuals. I enjoy translating complex concepts into clear, compelling designs that engage target audiences and elevate brand presence.

EXPERIENCE

Graphic Design Contractor
BillionToOne, Inc.
November 2023 – Present

- Support diverse marketing initiatives by designing engaging collateral tailored for healthcare providers, patients, and internal sales teams
- Collaborate closely with marketing and in-house design team to conceptualize, refine, and execute visual assets
- Manage end-to-end design projects across both digital and print platforms, ensuring brand consistency and timely delivery
- Translate complex scientific and medical concepts into clear, compelling visual communications aligned with brand messaging

Senior Graphic Designer
SmartMark Communications
May 2024 – January 2025

- Led design department for fast-paced marketing agency that specializes in energy and technology clients.
- Created B2B and B2C print and digital assets for energy efficiency and smart home technology projects, including: proposal presentation decks, diagrams and infographics to communicate complex concepts, informational one-pagers and booklets for program promotion, website, email and app design, animated and static digital ads, outdoor and event signage, both animated and print, internal assets for corporate initiatives and events, social media graphics, fillable forms, etc.
- Ensured visual consistency across multiple platforms for various brands utilizing brand guidelines.
- Collaborated with team to deliver on-brand creative solutions that align with client goals.
- Consistently met tight deadlines while maintaining attention to detail.

Senior Graphic Designer
Nicole D Ehrman Creative
January 2011 – Present

- Design visual assets for various businesses in 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 materials, 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.

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, Pre-Press, Branding, Typography, Adobe Creative Suite, Microsoft Office, Social Media, Web Design, Figma, Canva, Mailchimp, Constant Contact, Asana, Slack