

NICOLE

NICOLE BORENS

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Hi, I'm Nicole Borens — a Chicago-based, award-winning graphic designer with expertise in email development. I work with B2Bs, B2Cs, agencies and non-profits across a variety of projects, platforms and media.

With over a decade of experience, I have designed for brands including LinkedIn, Harvard Medical School, The Field Museum and UNICEF.

An infinitely curious, lifelong learner, I am resourceful and self-motivated. A decade of expertise crafting email marketing campaigns — including design, development, Litmus testing, Microsoft hacks, accessibility, deployment, analytics reports, and best practices.

AWARDS

Health & Wellness Awards Graphic Design USA

Email Onboarding Journey - 2022
Email Newsletter - 2021

A' Design Award & Competition International Design Academy

Grand Jury Panel Member - 2021, 2020

American Graphic Design Awards Graphic Design USA

Email Marketing - 2020
Surface Graphics - 2016
Logo Design - 2016, 2015

EDUCATION

Bachelors of Arts, Graphic Design
Columbia College Chicago
2003

CERTIFICATIONS & AFFILIATIONS

Email Marketing Certification
HubSpot Academy
2020

Green Business
Chicago Center for Green Technology
2014

GDPR Compliance: Essentials
LinkedIn Learning
2021

Email Markup Consortium
Member
2022-Current

PUBLICATIONS

[Learn Graphic Design from the Experts](#)
Design Wizard
2019

[How Embracing Rejection Can Be Good for Your Career](#)
Medium
2016

BORENS

EXPERIENCE

Marketing Automation Specialist, Audience Development

HIMSS (Healthcare Information Management Systems Society) - Chicago, IL

Jul 2021 - Jun 2023

- Collaborated as part of the Marketing Operations/Audience Development team, migrating all email marketing data and deliverables from Salesforce Marketing Cloud to Marketo.
- Designed, created content, and developed the email subscriber onboarding journey. This included a double opt-in process for lead validation, and GDPR-compliant entry points for subscribers to opt-in.
- Built responsive HTML/CSS for emails, templates & landing pages. Designed & developed user-friendly, accessible, innovative campaigns. Optimized email subject lines, CTAs, copy, and graphics.
- Improved email accessibility with interactive links and legible copy. Introduced dark mode compatibility.

Email Designer - Contract

Chamberlain Group, Inc. - Oakbrook, IL

Dec 2020 - May 2021

- Designed smart tech graphics and emails for LiftMaster, myQ, and Amazon Key.
- Created an email design system consisting of reusable components in Adobe XD.
- Advised directors, managers, and marketing team on email marketing best practices. Consulted throughout ongoing projects, hosted a 1 hour presentation complete with 20 PowerPoint slides, and constructed role-specific, start-to-finish documentation instructing designers, developers, and copywriters implement best practices in their work.

Senior Graphic Designer - Contract

American Medical Association - Chicago, IL

Oct 2019 - Apr 2020

- Designed landing pages, long form PDFs, logos, social media graphics, web ads.
- Designed and developed email marketing campaigns in HTML/CSS. Within 2 months of being tasked with the monthly e-newsletter, the click-to-open rate sky-rocketed 303%, click-throughs 260%, and unique opens 112%.
- Collaborated as part of a cross-functional team consisting of designers, copywriters, project managers, and business units in creating enterprise-wide marketing materials.

Email Designer - Contract

Accel Entertainment - Bolingbrook, IL

Sept 2019 - Jan 2020

- Spearheaded the design of 50 WYSIWYG email templates hosted in an ESP, available exclusively to clients — including casinos, restaurants, and gas stations. The templates can be customized via drag-and-drop, so clients can make them specific to their particular business before deploying to their own subscriber lists.
- Collaborated with third-party developers and in-house marketing to align project goals and expectations. Obtained approval of concepts by submitting drafts to the Director of Marketing.

Digital Designer - Contract

Chicago Tribune Media Group - Chicago, IL

Sept 2019 - Oct 2019

- Designed email newsletters for Chicago Tribune, Baltimore Sun, and Sun-Sentinel in Adobe XD. Created graphics in Photoshop and Illustrator.

Print Graphic Designer - Contract

Gensler - Chicago, IL

May 2019 - May 2019

- Conceptualized and designed graphics for the request for proposal presentation used to win the redesign of United Airlines' Willis Tower headquarters.

Digital Designer - Contract

Diversified Food Service - Chicago, IL

Feb 2019 - Apr 2019

- Designed graphics for email campaigns, catalogs, flyers, sell sheets, web content, and additional B2B promotional material for clients like Wendy's, Burger King, and Denny's.
- Developed HTML for email marketing campaigns. Tested in Email On Acid. Deployed in Salesforce Pardot.

Digital Designer - Contract

HIMSS - Chicago, IL

Sept 2018 - Feb 2019

- Used Adobe Illustrator, Photoshop and InDesign to develop creative design for conference, including HTML emails, digital toolkits, sell sheets, direct mail, Word and PowerPoint templates, web ads, and banners for the HIMSS19 Conference.
- Developed and tested email campaigns using Sublime Text, Litmus, and Marketo.
- Completed key digital, email marketing and direct mail design projects for Harvard Medical School's Executive Education courses.

Front End Designer - Freelance

The Field Museum - Chicago, IL

Mar 2017 - Apr 2018

- Provided graphic design and front-end development for the Plant Identification Tools website using Adobe Photoshop, Illustrator, Sublime Text, HTML, CSS and JavaScript.
- Consulted with scientists and the IT department to gather requirements and strategize project direction.
- Designed layouts to meet usability and performance requirements.

Graphic Designer - Freelance

Matt Laricy Group - Chicago, IL

Nov 2017 - Mar 2018

- Created brochures, sell sheets and social media graphics for luxury residential property listings.
- Designed, developed, and deployed the monthly email newsletter via Mailchimp.
- Created and coded personalized HTML signatures for staff of 10 for use in Gmail and Outlook.

Digital Designer - Freelance

Open Ocean Creative - Chicago, IL

Oct 2017 - Jan 2018

- Designed prototypes, landing pages, storyboards, web display ads, and built responsive HTML emails for agency client, Vigilant Solutions.

Web Designer - Contract

All Tile - Chicago, IL

Oct 2017 - Jan 2018

- Graphics, creative direction, development, and copywriting for homepage.

Founder

Dungeons & Decals - Chicago, IL

Jan 2016 - Jul 2017

- Brand identity, digital marketing, decal design/production, and website design.

Email Developer - Contract

GSV Investment Advisors - Chicago, IL

Mar 2017 - Apr 2017

- Developed HTML/CSS for all official emails for the ASU/GSV Summit, including those for keynote speaker, LinkedIn CEO, Jeff Weiner.