

NICOLE BORENS, GRAPHIC DESIGNER

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SUMMARY

- Award-winning graphic designer with expertise designing and developing compelling, eye-catching marketing collateral.
- A hybrid designer — Dynamite at designing for web, digital, print, advertisements, social media, conferences, tradeshow, blogs, and additional brand deliverables.
- Effectively communicates and collaborates with clients, stakeholders, directors, designers, and other team members.

EDUCATION

Bachelor of Arts in Graphic Design
COLUMBIA COLLEGE CHICAGO

EMPLOYMENT

Graphic Designer, Contractor
JULY 2009 – CURRENT

- Remote and on-site graphic, web, and email design for brands including LinkedIn, Harvard Medical School, and UNICEF.
- Balances multiple projects across a variety of platforms.
- Collaborates well, easily integrating into teams.
- Leads client consultations, writes project briefs, and conducts client presentations of final deliverables.
- Stays current with web and graphic best practices, remaining competitive within the industry.

Digital Designer, Perl Mortgage
JUNE 2015 – JUNE 2016

- Designed emails, landing pages, blogs, advertisements, and print deliverables for both the company and its loan officers.
- Developed and launched 10+ emails per week via Exact Target.
- Maintained 200+ lists of 40,000 subscribers — formatted CSV lists, segmented subscriber lists, and uploaded files to the ESP.
- Configured dynamic content for personalized email messaging.
- Tripled the click rate for the company's monthly email newsletter.

SKILLS

	GRAPHICS & ESSENTIALS
HTML/CSS	●●●●●●●●●●
Photoshop	●●●●●●●●●●
Illustrator	●●●●●●●●●●
InDesign	●●●●●●●●●●
After Effects	●●●●●●●●●●
Dreamweaver	●●●●●●●●●●
Sublime Text	●●●●●●●●●●
Sketch	●●●●●●●●●●
PowerPoint	●●●●●●●●●●
Acrobat	●●●●●●●●●●
Microsoft Office	●●●●●●●●●●

	EMAIL DESIGN
Litmus	●●●●●●●●●●
Email On Acid	●●●●●●●●●●
Exact Target	●●●●●●●●●●
Marketo	●●●●●●●●●●
MailChimp	●●●●●●●●●●
Eloqua	●●●●●●●●●●

	DIGITAL DESIGN
Bootstrap	●●●●●●●●●●
WordPress	●●●●●●●●●●
JavaScript	●●●●●●●●●●
PHP	●●●●●●●●●●
Balsamiq	●●●●●●●●●●
Google Suite	●●●●●●●●●●
CRM	●●●●●●●●●●