
Contact

Nicole Borens
Chicago, IL 60647
(773) 969-0355

nicole@nicoleborens.com

nicoleborens.com/portfolio

[linkedin.com/in/nicoleborens](https://www.linkedin.com/in/nicoleborens)

Summary

I am graphic designer with expertise in email development. After contracting for eleven years, I now eagerly anticipate joining a forward-thinking team in a permanent, full-time capacity.

Education

Bachelor of Arts in Graphic Design
COLUMBIA COLLEGE CHICAGO

Intro to UX Design
HOW DESIGN UNIVERSITY

Skills

Adobe Photoshop, Illustrator, InDesign, XD, Sketch, HTML, CSS, Sublime Text, Pardot, Marketo, Mailchimp, Eloqua, Acoustic, Litmus, WordPress, Bootstrap

Experience

- **Equity Lifestyle Properties, *Graphic Designer***
AUG 2020 – AUG 2020 / FREELANCE
 - Responsible for executing email marketing campaigns from design to launch — including design, coding, testing, deployment, and analytics reporting.
- **American Medical Association, *Senior Graphic Designer***
OCT 2019 – APR 2020 / CONTRACT
 - Collaborated as part of a cross-functional team consisting of designers, copywriters, project managers, and business units in creating enterprise-wide marketing materials — email campaigns, landing pages, PDFs, logos, social media graphics, web display ads, and banners.
 - Increased the unique click rate by 303% and click-to-opens 260% for the Change Med Ed monthly newsletter by implementing UX principles, cross-client testing, and device responsive layouts.
- **Accel Entertainment, *Email Designer***
SEP 2019 – JAN 2020 / CONTRACT
 - Spearheaded the design of 50 email templates that are currently accessible via an ESP (email service provider) that is only available to Accel customers. Customers can edit my designs via a WYSIWYG editor — customizing for their brand and specific messaging, and deploying to their own subscribers.
- **Away Staffing, *Graphic Designer***
SEP 2019 – NOV 2019 / FREELANCE
 - Created the brand logo and style guide, thereby establishing a visual framework to stand out against the competition while maximizing brand awareness and client loyalty.

Awards & Certifications

Email Marketing Certification

HUBSPOT ACADEMY, 2020

A' Design Award and Competition

GRAND JURY MEMBER, 2020

American Graphic Design Awards

- LOGO/TRADEMARK, 2015 & 2016
- SURFACE GRAPHICS, 2016

Green Business Certification &

Low-Impact Living Certification

GREEN TECH CHICAGO, 2014

Publications

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

MEDIUM

[Learn Graphic Design from the Experts](#)

DESIGN WIZARD

Affiliations

Women of Email

MEMBER, 2018 – CURRENT

American Institute of Graphic Arts

MEMBER, 2014 – CURRENT

Chicago Women Developers

MEMBER, 2013 – 2014

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- **Chicago Tribune Media Group, *Digital Designer***
SEP 2019 – OCT 2019 / CONTRACT
 - Prototyped email newsletters for Chicago Tribune, Baltimore Sun, and Sun-Sentinel, collaborated with the design and development teams to define email marketing goals and make them happen.
 - **Gensler, *Print Graphic Designer***
MAY 2019 – MAY 2019 / CONTRACT
 - Conceptualized and designed the request for proposal presentation for the redesign of United Airlines' Willis Tower headquarters.
 - **Diversified Food Service, *Digital Designer***
FEB 2019 – APR 2019 / CONTRACT
 - Collaborated as part of the marketing team to design email campaigns, parts catalogs, sell sheets, and additional B2B materials for clients including Wendy's, Burger King, and Buffalo Wild Wings.
 - **HIMSS, *Digital Designer***
SEP 2018 – FEB 2019 / CONTRACT
 - Worked as part of the in-house marketing team designing HTML emails, sell sheets, promo slides, web display ads, banners, and additional deliverables to promote the HIMSS19 Global Conference & Exhibition in Orlando, Florida.
 - **The Field Museum, *Front-End Designer/Developer***
MAR 2017 – APR 2018 / FREELANCE
 - Provided graphic design and front-end development for the Plant Identification Tools website, working alongside the museum's scientists and in-house IT department.

Testimonials

“Nicole is not only a creative talent but a visionary who effortlessly traverses the visual medium. Her technical expertise is second only to her unrivaled aesthetic. You can put your trust in her to bring your ideas to life in a way that exceeds your expectations.”

— J. RENEE, HUFFINGTON POST

“We hired Nicole for a science-based identification website, with a quick turn-around, and she was able to deliver a great design quickly. She did a good job adapting to our laid-back work flow and environment. Nicole was flexible with us and handled our design changes with no issue. I would recommend her to any client that’s looking for a highly-customized design for their project.”

— PETER HERBST, THE FIELD MUSEUM

“Nicole’s attention to detail comes second only when compared to her extreme knowledge of web, code, and design systems. All of her projects come together flawlessly; always incorporating what is requested, while still including her own brilliant design flare! Nicole is professional, artistic, extremely knowledgeable, and detail oriented. She has been a joy to work with and I look forward to both learning and working with her more!”

— DEVIN KWIECINSKI, PERL MORTGAGE

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- **Matt Laricy Group, Graphic Designer**
NOV 2017 – MAR 2018 / FREELANCE
 - Created brochures, sell sheets, and social media graphics for property listings. Designed, developed, and deployed the monthly email newsletter.
 - **Open Ocean Creative, Digital Designer**
OCT 2017 – JAN 2018 / FREELANCE
 - Designed emails, prototypes, landing pages, storyboards, and web display ads for client, Vigilant Solutions.
 - **All Tile, Web Designer**
OCT 2017 – JAN 2018 / CONTRACT
 - Graphic design, creative direction, development, and copywriting for co-branded landing page.
 - **Dungeons and Decals, Founder/Creative Director**
JAN 2016 – JUL 2017 / SELF-EMPLOYED
 - Brand concept, Etsy keyword SEO, creative direction, decal graphics, social media marketing, web design, production, order fulfillment, and customer service.
 - **GSV Investment Advisors, Email Developer**
MAR 2017 – APR 2017 / CONTRACT
 - Developed all official emails for the ASU/GSV Summit, and event keynote speaker, LinkedIn CEO, Jeff Weiner.
 - **Purohit Navigation, Email Developer**
MAR 2017 – MAR 2017 / CONTRACT
 - Turned email prototypes into responsive, cross-client compatible HTML emails.

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- **Jones Lang LaSalle, *Email Marketing Designer***
SEP 2016 – OCT 2016 / CONTRACT
 - HTML email design and development featuring commercial property listings.
 - **AnyLogic, *Email Designer***
AUG 2016 – SEP 2016 / CONTRACT
 - Designed and developed the brand's Presidents' Day email campaign.
 - **Windy City Fresh Market, *Graphic Designer***
JUN 2016 – AUG 2016 / FREELANCE
 - Designed a direct mail postcard. Collaborated with the post office and the printer in selecting recipients.
 - Built two WordPress websites — a one-page Coming Soon placeholder, and the final 3-page site.
 - **Perl Mortgage, *Digital Designer***
JUN 2015 – JUN 2016 / PERMANENT
 - Designed and developed email newsletters, landing pages, blogs, print and web ads, infographics, and additional materials as part of the in-house marketing team.
 - Created collateral for Perl-affiliated events — concerts, open houses, charity functions, and sports events.
 - Introduced dynamic content personalization to the monthly e-newsletter. This increased audience engagement and brand awareness, and boosted closings 125%.
 - **Bridgewater Studio, *Graphic Designer***
APR 2015 – JUL 2015 / FREELANCE
 - Logo, style guide, and business card design.