

Nichole Edralin

859.806.0915 | njedra0@gmail.com | Washington, D.C. | Portfolio: nicholeedralin.com

WORK EXPERIENCE

Associate Director, Design and Publications | *Families USA*

September 2022 – present

- Collaborate with executives on organizational strategy.
- Foster relationships with counterparts at peer organizations to learn, share best practices and spark creativity.
- Communications lead for Families USA's Maternal and Child Health project.
- *Senior manager of design and publications and senior designer responsibilities.*

Senior Manager, Design and Publications | *Families USA*

September 2019 – September 2022

- Oversee and develop the visual brand of Families USA's 501(c)(3), 501(c)(4) entities, and sub-brands.
- Provide visual branding and design technical assistance to Families USA's partners.
- Mentor and assistant manage junior communications team members.
- Art direct and design print and digital products for multi-platform advocacy campaigns, policy publications, funder, marketing, and event collateral.
- Collaborate across teams with content experts, partnerships, federal relations, and senior leadership to conceptualize and design materials that translate complex concepts and data into impactful products that effectively communicate messaging objectives to target audiences.
- Senior designer responsibilities.

Senior Designer | *Families USA*

September 2015 – September 2019

- Project manage and develop production schedules for marketing and publication projects.
- Manage and art direct contractors: editors, designers, photographers, developers, and print vendors.
- Edit and composite photos, and create customized graphics and illustrations.
- Prepare and produce materials for printing and ensure the quality of printed products.
- Led the design of Families USA's 2019 website redesign, and Families USA Action's 2020 website redesign.

Graphic Designer | *Innovative Publishing*

February 2013 – June 2015

- Designed magazines and page layouts for a variety of industry publications.
- Worked on multiple projects at a time under tight deadlines.
- Edited and composited photos, created customized graphics and illustrations.
- Collaborated with print vendors and prepared files for printing.
- Designed marketing collateral for print, email, and web.
- Instituted a more efficient digital asset filing system.

Graphic Designer | *Kentucky Bride Magazine*

May 2011 – April 2011

- Designed, developed, and laid out each issue of the quarterly publication.
- Designed marketing and event collateral (print, email, and web) to support the publication and Kentucky Bride's annual How Charming! event.

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- Edited and composited photos, created customized graphics and illustrations.
- Collaborated with print vendors and prepared files for printing.
- Assisted in managing client relations and with advertising sales support.
- Instituted a more efficient digital asset filing system.

Graphic Designer | *Sampler Publications*

April 2009 – May 2011

- Designed and laid out magazines and advertorials for print and digital.
- Assisted with managing client relations.

FREELANCE EXPERIENCE

Graphic Designer | *Women's Congressional Staff Foundation*

March 2022 – present

- Design funder and marketing collateral.

Graphic Designer | *Justice for Migrant Women*

August 2021 – present

- Design of the following collateral: annual report, social media graphics, event signage, policy reports, PowerPoint presentations.

Graphic Designer | *National Partnership for Women & Families*

August 2020 – April 2022

- Designed the following collateral: policy reports, social media graphics, infographics (print and digital).

Photo Editor | *Conrhod Zonio, Wedding Photography*

November 2012 – September 2013

- Post-production photo editing.

SOFTWARE/PLATFORM SKILLS

Adobe CC: InDesign, Photoshop, Illustrator, Acrobat Pro, Lightroom. **Microsoft Office:** Word, Excel, PowerPoint, Outlook. **Project Management:** Asana. **Web:** Wordpress; Squarespace **Social Media:** Canva.

EDUCATION

- American InterContinental University, Bachelor of Fine Arts, Major: Visual Communications – Digital Design. 3.9 GPA
- University of Kentucky, Bachelor of Arts, Major: Art Studio – Drawing Concentration, Minor: Psychology. 3.8 GPA