

Nicole Ilagan, Graphic Designer

Portfolio Link: <https://www.nicoleilagan.design/>

Education

- B.A. Graphic Design 2021
Minor in Marketing
Western Connecticut State University, Danbury CT

Skills

- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Microsoft Word
- Figma

Professional Experience

Graphic Designer at BAD Marketing

November 2023 – Current

- Created high converting email designs for various e-commerce brands
- Written engaging copy for e-comm brands
- A/B tested designs, and created design strategies based on Klaviyo results
- Has a sharp eye and pays attention to detail

Graphic Designer at The Email Marketers

April 2022 – November 2023

- Created eye-catching email designs for various e-commerce brands
- Basic knowledge of basic marketing principles and practices
- Contributed ideas and proposals to management to help shape the design department
- Has a sharp eye and pays attention to detail

Graphic Designer at Hawke Media

August 2021 – April 2022

- Created LinkedIn, 9 x 16, and square social media assets that relay the appropriate message in conjunction with the copy presented & working strictly within the company brand guidelines
- Excellent communicator between team members through written and verbal form
- Delivered projects on time in organized files for ease of use

Graphic Designer at WCSU's Communications and Marketing Department

May 2019 – June 2021

- Created visual digital and printed content for multiple WCSU departments
- Finalize projects in the printing and packaging phase
- Excellent communication, both verbal and written

Freelance Graphic Designer

2016 – 2018

- Rebrand client businesses through redesigning logos and marketing materials
- Created flyers, icons, and infographics
- Advised clients on their branding to further reach their demographics