

# Erika Nordman

UI/UX | Branding | Graphic Designer

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📍 Orange County, CA

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## Skills

### Design & Development Tools:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Figma
- WordPress (Oxygen Builder)
- GitHub

### Web Development & Programming:

- HTML
- CSS
- JavaScript

### E-commerce & Marketing

#### Platforms:

- Commerce 7 (Storefront Software)
- iContact (Email Marketing Software)

#### Other:

- Microsoft Office Suite (Word, Excel, PowerPoint)

## Education

### Bachelor of Arts, Major in Design

University of California Davis  
Dec 2021

- GPA: 3.7
- Student Athlete

## Languages

**English:** Native

**French:** Intermediate B2

## Experience

### Design Lead | Sobon Wine Company, LLC

Feb 2022 – Present

- **Website Design:** Launched and optimized a fully functional e-commerce website using Oxygen (WordPress), HTML, CSS, and JavaScript. Focused on updating content, enhancing UI/UX, and streamlining the integration between Commerce7 and the website. Empowered customers to purchase event tickets and make reservations online, reducing reliance on office staff and giving managers greater control over product displays and updates.
- **Email Campaigns:** Developed and coded email templates (HTML/CSS) and incorporated custom email graphics created in Adobe Illustrator. Captured product and vineyard photos to visually enhance the emails, making them more compelling for customers. Redesigned layouts and added navigation links, resulting in a 5150% increase in revenue from the January 2025 sale email (\$7,571 vs. \$144 in 2024), along with a noticeable boost in customer engagement.
- **Wine Label Design:** Created over 10 wine labels, including exclusive tasting room designs, each showcasing the company's rich history and values. Recently developed a new label for the estate line, now being distributed to large retailers, aimed at boosting shelf visibility and enhancing brand presence. Gained positive customer feedback, reinforcing the company's heritage and elevating its retail appeal.
- **Branding & Social Media:** Revamped the company's Instagram profile, executing a full overhaul with a new profile picture, updated highlight images, a streamlined bio, and the addition of a Linktree for easier access to social media, website, email lists, and club info. Curated, scheduled, and posted over 50 promotional and event-driven posts, introducing Instagram Reels to the strategy, which significantly increased customer engagement. Cultivated a strong community by interacting with followers and maintaining consistent branding across Instagram and Facebook.