



📍 Sacramento, CA  
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## Education

**University of California Davis**  
Oct 2019 - Dec 2021 | 3.7 GPA  
Bachelor of Arts, Major in Design

**American River College**  
Sept 2017 - May 2019  
General Education

## Skills

● ● ● ● ● HTML  
● ● ● ● ● CSS  
● ● ● ● ● JavaScript  
● ● ● ● ● Packaging Design  
● ● ● ● ● Product Design  
● ● ● ● ● Web Design  
● ● ● ● ● Graphic Design

## Software

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Figma  
GitHub  
Excel  
Commerce 7 (storefront software)  
WIMS (wine tax software)

## My Projects

[www.behance.net/erikanordman1](http://www.behance.net/erikanordman1)



# Erika Nordman

## Product Designer

### Experience

**Sobon Wine Company** | Feb 2022 - Present  
Lead Designer, Administrative Assistant, Tasting Room Server

#### Lead Designer

##### Research, Re-Design and Maintain Wine Flight Menus

- I improved customer experience and first impressions in the tasting room by working with their current branding and researching their target audience to re-design wine flight menus.
- Every week, I consistently maintain our image of professionalism by updating the graphic products of the tasting room to ensure that prices, vintages, and wines are all accurate and relevant.
- I booster the company identity and strengthen company-customer relations by going the extra mile to create custom graphic materials for personal requests, large group tastings, special events, and holiday celebrations.

#### Photoshop, Design and Print Wine Labels

- I save the company time and hundreds of dollars by researching and designing legal wine labels efficiently and proofing legal requirements thoroughly before submission.  
My employers regularly turn to me to lead significant projects including the label design
- and email/social media announcement for one of their biggest high end tribute wines in honor of the company matriarch.

#### Design Packaging for Wine Club Subscription Shippers and Carry-outs

- To improve company image and customer relationships, I re-designed the packaging and inserts for the company's subscription wine club to give the customers a feeling of higher quality products while saying under budget.

#### Photograph, Edit and Design Social Media Advertisements and Announcements

- I take initiative and I quickly pick up slack by re-taking dated photographs of products to improve company image to new potential customers and sharing them within the company for group consistency.
- I proactively edit and design with new photos of products and company grounds to have social media posts and announcements ready to go before I am asked to save time.

#### Research and Compile Information for Tasting Room Flyers and Wine Bios

- I advise my current company on customer pain points and research/design solutions (e.g. informational flyers, contact-us cards, posters, wine bios) and present them to management.

#### Administrative Assistant

##### Document, Process and Organize Sensitive Paperwork

- To accelerate the paperwork process in the office, I optimized document organization for taxes and distributor orders and increased turnaround time for shippers and invoicing.
- To help ease the load of management during busy season, I stepped up to take on new responsibilities by quickly learning how to fill out harvest documents and working independently.
- While being trained, I saw the need for a training manual and created one for all of the staff to improve communication and expectations between management and staff which is still being used currently.