

Erika Nordman

UX | Product Designer



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Orange County, CA



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erikanordman.design

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

Awards

Deans List

Fall Quarter 2019

Winter Quarter 2020

Professional Summary

- Creative UX/Product Designer with a strong foundation in UI/UX, branding, and graphic design.
- Proven experience in launching and optimizing e-commerce websites, enhancing user experience through innovative design solutions.
- Skilled in developing engaging email campaigns that significantly boost revenue and customer engagement.
- Passionate about creating socially and environmentally responsible designs that elevate brand presence and resonate with diverse consumer needs.

Employment History

Design Lead | Sobon Wine Company, LLC

Feb 2022 – Present

- **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.
- **Developed and coded email templates** (HTML/CSS) and incorporated custom email graphics created in Adobe Illustrator, capturing product and vineyard photos to visually enhance the emails.
- **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.
- **Created over 10 wine labels**, including exclusive tasting room designs, each showcasing the company's rich history and values.
- **Developed a new label for the estate line**, now being distributed to large retailers, aimed at boosting shelf visibility and enhancing brand presence, gaining positive customer feedback.
- **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.