

ERIKA NORDMAN

GRAPHIC DESIGNER | 4 YEARS EXPERIENCE

EXPERIENCE

Designer | Sobon Wine Company, LLC
Feb 2022 - Present

Wine Labeling

Led the design of 8+ striking wine labels that improved shelf visibility and reflected the brand's narrative effectively. Directed each project from initial idea generation through TTB approval processes, ensuring compliance with industry standards. Utilized feedback loops from consumers to refine label designs, resulting in enhanced market appeal. In addition to this, I am currently learning 3D modeling to create realistic representations of my labels on bottles, improving their visual impact for stakeholders.

Subscription Club Packaging

Designed premium packaging for a high-end wine club while adhering to strict budget constraints, delivering an upscale experience for customers. Developed cohesive branding through the integration of label designs, winemaker notes, and the packaging itself, ensuring a consistent visual identity across all components. My design choices contributed to a refined unboxing experience that elicited positive feedback from customers, with many praising the elegant presentation and attention to detail in the packaging.

Social Media Graphic Design Marketing Collateral

Produced flight menus, sale posters, shelf talkers, and flyers for nationwide distribution, using updated bottle shots and integrating QR codes to drive customer engagement. Enhanced flight menus based on direct customer feedback, ensuring they were both user-friendly and visually appealing, while supporting promotional efforts in retail locations.

Email Campaign Design & Execution

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.

Visual Identity & Social Media Branding

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.



SKILLS

Adobe Illustrator	●●●●●	HTML/CSS/JS	●●●●○
InDesign	●●●○●	WordPress	●●●●○
Photoshop	●●●○●	iContact	●●●●○
Figma	●●●○●	Microsoft Office Suite	●●●○●
Blender	●●○●○	Meta Business Suite	●●●●○

EDUCATION

Bachelor of Arts, Major in Design
University of California Davis
Dec 2021 | 3.7 GPA

VIEW MY WORK

LinkedIn
<http://www.linkedin.com/in/erika-nordman-designs>

Behance
<https://www.behance.net/erikanordman1>

Dribbble
<https://dribbble.com/erikanordman-designs>

