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MARY EHRLICHER

ABOUT

Brand and design leader with 6+ years of experience developing visual strategy across nonprofit, healthcare, retail, and arts organizations. Skilled at building and enforcing brand systems, leading cross-functional campaigns, and translating mission into compelling storytelling.

RELEVANT EXPERIENCE

Graphic Designer & Brand Strategist (Freelance) | 2021–Present

- Currently leading artwork development for Kitchen Theatre Company's season, developing a scalable campaign system that layers in new details for each production as they approach.
- Partner directly with Artistic Directors and Executive leadership to align brand expression with programming vision and fundraising goals.
- Defined sub-brand hierarchy for Arts Mission Oak Cliff, clarifying umbrella identity and program brands.
- Developed brand guidelines, Canva and Mailchimp templates, and asset libraries to empower internal teams while protecting brand consistency across campaigns and artist partnerships.

Designer at Cue, Inc | 2022–2025

- Partnered with executive leadership and clients to develop brand identities and visual systems across retail, healthcare, and nonprofit sectors.
- Built scalable brand guidelines and asset libraries to improve consistency and cross-team accessibility.
- Presented visual strategy to C-suite and marketing teams, facilitating feedback and aligning deliverables across departments.
- Managed multiple concurrent projects under tight timelines with high-level creative accountability.

Graphic Designer | UnitedHealthcare | 2019–2021

- Produced integrated print, digital, and broadcast campaigns within a newly formed internal creative studio.
- Evaluated and informed implementation of refreshed brand standards across Medicare materials at scale.
- Founded Uplift DEI, supporting marketing teams in auditing communications through a DEI lens and proposing improvements.
- Initiated department-wide Inclusion & Diversity discussion series.

SKILLS

Expert

Google Drive & Programs, Airtable, Slack, Microsoft Office Suite, Adobe Acrobat, Illustrator, InDesign, Photoshop, Lightroom

Proficient

Premiere Pro, Sketch, Nikon DSLR Camera, Figma

Currently learning

Adobe After Effects, Contentment

EDUCATION

University of Minnesota

Bachelor of Science, Urban Studies
Minor in Interdisciplinary Design

Inter-cultural Competence Leadership Training

YMCA UnitedHealth Group Equity Innovation Center

University of Washington

UX & Visual Interface Design Certificate