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MARY EHRLICHER

ABOUT

A strategic creative, and avid communicator, I am always seeking opportunities collaborate with other designers and indulge my insatiable curiosity.

CONTACT

214-934-5255
mehrlicher@gmail.com
maryehrlicher.com

RELEVANT EXPERIENCE

Freelance Graphic Designer & Brand Strategist | November 2021–Present

- Develop brand guidelines, foundational assets, print and digital collateral grounded in strategy for retail, non-profit, education, food & beverage clients.
- Demonstrate an independent, deadline-oriented work ethic as a self-disciplined remote worker.

Graphic Designer | Fearey | January 2022–August 2022

- Supported 14+ clients across retail, non-profit, philanthropic, and healthcare sectors, delivering projects on time and budget across print, digital, social media, branding, event, and website applications.
- Presented work with confidence and clarity to clients and senior staff stakeholders.
- Adapted quickly between projects of various scopes and sizes with different account management teams.

Graphic Designer | UnitedHealthcare | June 2019–December 2021

- Concepted and produced campaigns and retail experiences on the first internal creative studio for UnitedHealthcare's Medicare Business.
- Challenged the practical limitations of UnitedHealthcare's refreshed brand standards across a representative sample of all annual Medicare materials to inform the adopted visual identity system.
- Consistently supplied multiple user-centered solutions to print, digital, and broadcast communications.

ADDITIONAL EXPERIENCE

Designer | DIRT Flowers | Oct 2010–Feb 2020 (Seasonally)

- Accumulated hands-on floral and graphic design experience in the retail and wedding industry.
- Utilized strong listening and communication skills employing design terms, customer service & creative problem-solving with clients across various budgets, directives, and styles.

SKILLS

Expert

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

Proficient

Adobe XD, Premiere Pro, Sketch, Nikon DSLR Camera, Figma

Currently learning

Adobe After Effects

EDUCATION

University of Minnesota

Bachelor of Science, Urban Studies
Minor in Interdisciplinary Design
RYT 200–HR Yoga Teacher Training

Letterpress Amsterdam

5 Day In-Depth Typography Workshop

University of Washington

UX & Visual Interface Design Certificate