

NADYA HOWEN

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PORTFOLIO: www.nadyacreates.com • [LinkedIn](#)

GRAPHIC DESIGNER

Graphic designer with 10+ years of experience creating clear, impactful design across print and digital content. Brings stories to life through cohesive branding, thoughtful visual systems, and engaging content for healthcare, education, nonprofits, and beyond. Known for delivering visuals that connect — from event marketing and rebrand campaigns to educational materials and social media content. Passionate about creating purposeful, audience-focused work.

CORE TOOLS & SKILLS

Brand Identity • Campaign Design • Event Marketing • Visual Storytelling • Print & Digital Production • Marketing Collateral • Educational Materials • Social Media Graphics • Email Marketing • Typography • Infographics • Cross-Functional Collaboration

Adobe Creative Suite (InDesign, Illustrator, Photoshop) • Canva • CapCut • Mailchimp • MailerLite • PowerPoint • Figma (working knowledge) • Premiere Pro (basic editing)

WORK EXPERIENCE

Graphic Designer | Remote Freelance

July 2017 – Present

- Designed marketing and brand materials for small businesses, wellness brands, nonprofits, and educational initiatives across print and digital platforms.
- Created integrated campaign assets including email marketing, social media graphics, digital products, branded content, and promotional materials.
- Developed visual systems and layouts for interactive journals, planners, and educational resources focused on clarity, usability, and audience engagement.
- Produced short-form video and digital content for web and social platforms using streamlined creative workflows.

Graphic Designer | American Academy of Dermatology | Schaumburg, IL

September 2011 – June 2017

- Designed and produced integrated marketing and educational materials supporting national conferences, physician education programs, public health campaigns, and organizational initiatives.
- Developed cohesive visual identities for Annual and Summer Meetings attended by 18,000+ healthcare professionals and international attendees from over 100 countries.
- Created multi-channel campaign materials including brochures, direct mail, conference programs, email marketing, websites, signage, digital ads, and educational resources across print and digital platforms.
- Collaborated with marketing teams and cross-functional departments to support multiple simultaneous campaigns while translating complex medical and scientific information into clear, accessible visual communications.

Graphic Designer | Borroughs Corporation | Kalamazoo, MI

August 2008 – August 2011

- Designed and produced product catalogs, instructional materials, and marketing collateral for a manufacturing brand.
- Coordinated photo shoots, managed vendor relationships, and ensured brand integrity across product launches.

EDUCATION

Kalamazoo Valley Community College | Kalamazoo, MI • Associate in Graphic Design, 2008

Ural State Pedagogical University | Yekaterinburg • Bachelor of Arts, Linguistics & Literature, 1997

AWARDS

GD USA American Graphic Design Awards

2013–2017 In-House Design • Health + Wellness Design • Digital Design