

Nick Edlund

Graphic Designer+

Welcome to my resumé, a honey-tongued account of notable deeds and hard-won skills accumulated over two decades of designing, illustrating, branding, copywriting, and copy editing for companies large and small.

CONTACT

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TECHNICAL SKILLS

InDesign	
Photoshop	
Illustrator	
Acrobat	
G-Suite	
WordPress	
HTML/CSS	

ACADEMICS

Massachusetts College of Art

Bachelors Degree: Illustration

- Graduated with Departmental Honors

Bridgewater State University

Bachelors Degree: English Literature

- Writing Concentration

WORK EXPERIENCE

Independent Graphic Designer ▪ Edlund Design

West Bridgewater, MA | 2003 to Present

As a freelance designer, I rely upon excellent customer service, the ability to identify client needs, creativity, self-motivation, marketing, networking, attention to detail, and caffeine...a lot of caffeine.

- Advised general managers and event coordinators at the flagship Barnes & Noble college bookstores of Harvard, Boston University, Yale, Dartmouth, Rutgers and UConn, among others, to achieve their marketing goals with B2C and B2B print and web design, all while reinforcing corporate and school branding.
- Designed and maintained the official website for Pulitzer Prize finalist Lydia Millet.
- Redesigned and laid out print and digital versions of *CJS News* magazine for the Center of Jewish Studies at Harvard University.
- Collaborated with artist John Roman to create labeling, indexing and keying systems for illustrated maps for Harvard, Tufts, Eastern Michigan University, the Kemah Boardwalk amusement park, and many others.
- Drafted layouts, infographics, and tables for reports and publications sponsored by USAID, UNICEF, PEPFAR, and other US government public health organizations.
- Negotiated for clients with reps for newsprint, magazine and web advertising, as well as digital and offset printing.

Adjunct Professor ▪ Massachusetts College of Art and Design

Boston, MA | 2008 to Present

Teaching in MassArt's Illustration department requires organization, interpersonal skills, writing, public speaking, leadership, patience, adaptability, and attention to new trends and technologies.

- Taught courses in "Technical Illustration," an introduction to linear perspective, and "Word & Image," a graphic design course for illustration majors.
- Updated the curriculum of "Word & Image," transforming it from a traditional studio class into a multidisciplinary digital lab, with a focus on Adobe software.
- Trained, critiqued, and motivated up to 50 junior illustration students annually.
- Developed and maintained instructional resources for linear perspective, graphic design, and Adobe applications, including handouts, presentations, and demos.
- Successfully restructured "Word & Image" as a remote course via Google Classroom, Discord, Zoom, and YouTube Studio to achieve symmetrical and asymmetrical instruction during the Pandemic.

Senior Graphic Designer ▪ Barnes & Noble College Bookstores

Boston, MA | 1998 to 2003

This in-house marketing agency demanded strong time management, problem-solving, excellent communication, and the ability to both collaborate and work independently.

- Worked with store management to identify their needs in order to create targeted advertising and marketing materials for their academic and public communities.
- Proposed, designed and implemented retail and textbook promotions for multiple college Barnes & Noble superstores as well as 400+ smaller school sellers.
- Coordinated, produced and delivered ad copy, signage, collateral and ads promoting hundreds of literary events for bestselling, niche, and celebrity authors every year.