

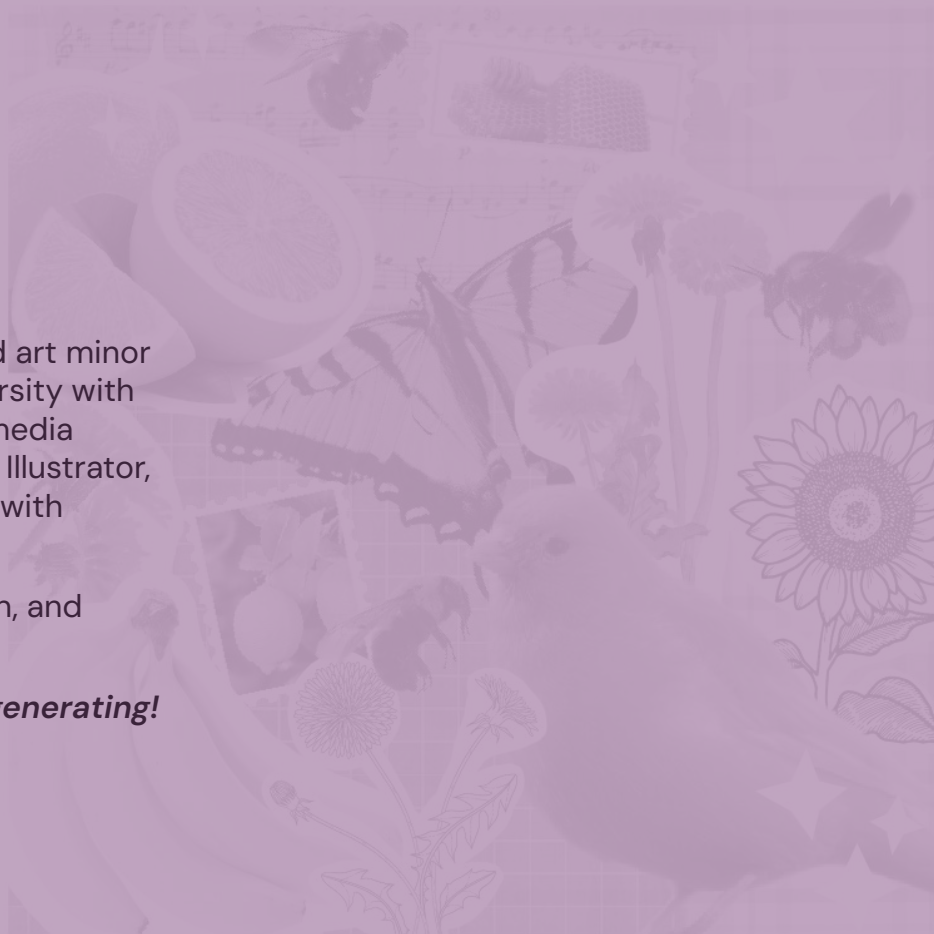
*Ella
Nielsen*

Hello!

I am a graphic design major and art minor from Eastern Washington University with practice in digital and printed media designs. I'm proficient in Adobe Illustrator, Indesign, and Photoshop, along with Figma and Canva.

I value empathy, communication, and individuality in design.

Design is about creating, not generating!



Kalispel Wildlife



Kalispel Wildlife *overview*

Client: Kendra Maroney and Mike Lithgow from the Kalispel Tribe of Indians: Kalispel Natural Resource Department (KNRD) and Pend Oreille Salmonid Recovery Team (POSRT)

Summary: KNRD and POSRT needed illustrations of different local fish and some fresh redesigns featuring those fish in order to spread awareness of endangered native species and encourage healthy fishing habits. They needed designs that featured a blend of both organizations' styles and colors.

Dates: April 21st – May 19th 2025

Tasks: Illustrate 6 different local fish species; redesign banner, fold out, rack card, and pop up sign; present illustrations and designs to client

Deliverables: 4"x9" rack card, 24"x2" fold out, 33"x80" pop-up sign, 6'x36" banner, 6 illustrations of fish to use for other signage

Tools: Adobe Illustrator, Adobe Indesign, WACOM drawing tablet

Bull Trout

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Habitat: Freshwater Rivers, Lakes, Streams

Weight: 3 – 5 lbs.

Length: 9" – 12"

Facts: These fish are extremely sensitive, making them great indicators of environmental change!



Northern Pike

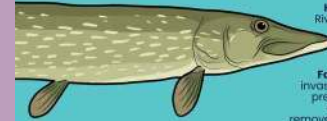
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Habitat: Freshwater Rivers, Lakes, Streams

Weight: 1 – 3 lbs.

Length: 16" – 22"

Facts: These pike are invasive and aggressive predators. Anglers are urged to catch and remove any pike they find.



Largescale Sucker

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Habitat: Freshwater Rivers, Lakes, Streams

Weight: 3 – 5 lbs.

Length: 9" – 12"

Facts: Suckers are wrongly blamed for impacting salmon and trout and are actually very ecologically important!



33" x 80" pop-up sign



PEND OREILLE
SALMONID RECOVERY TEAM

Kalispel
natural resources

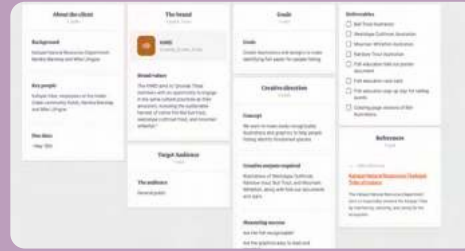
Kalispel Wildlife *research*

CREATIVE BRIEF

- Defined intended audience, measures of success, and brand style
- Confirmed client needs and wants
 - » Client wanted Kalispel name for fish, both organizations' logos, etc.

DATA COLLECTION

- Looked into history and values of the client's organizations
- Gathered reference images on fish species to illustrate
- Noted specific and unique features to highlight in final graphics
- Gathered information all on Milanote



creative brief



data collection



references

Kalispel Wildlife

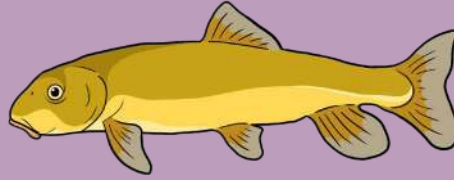


STYLE

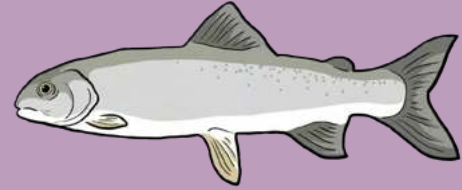
- Blocked colors to emphasize color variation and establish style
- Thick, defined lines to simplify complex shapes and features
- Emphasized key characteristics
 - » Spots, shape, fins, colors, etc.

ACCURACY

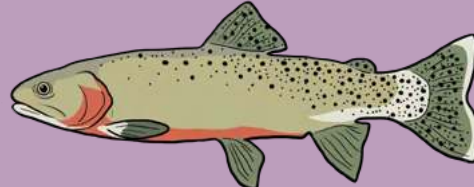
- Had several reference images for color, shape, features, etc.
- Went through three rounds of revision and critique to ensure fish were identifiable



Largescale Sucker • čléne?



Mountain Whitefish • x^wx^wyučn



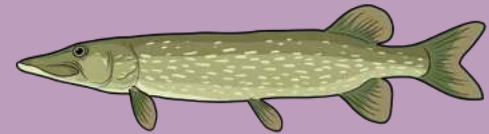
Westslope Cutthroat • pist



Bull Trout • ʕaáycčst



Rainbow Trout • ʕaáycčst



Northern Pike • scɾɩpuk^wétk^w

Kalispel Wildlife *design*

DRAFTS

- Experimented with logo placement and illustration sizing
- Altered font sizing and layout for readability
- Kept old designs for reference
- Kept references and body copy in Milanote

DESIGN

- Took some elements from the old design and brought them into the new ones
- Aimed for informational, focused, natural feel
- Went outside of my go-to style to work with the brand and client guidelines



first illustration



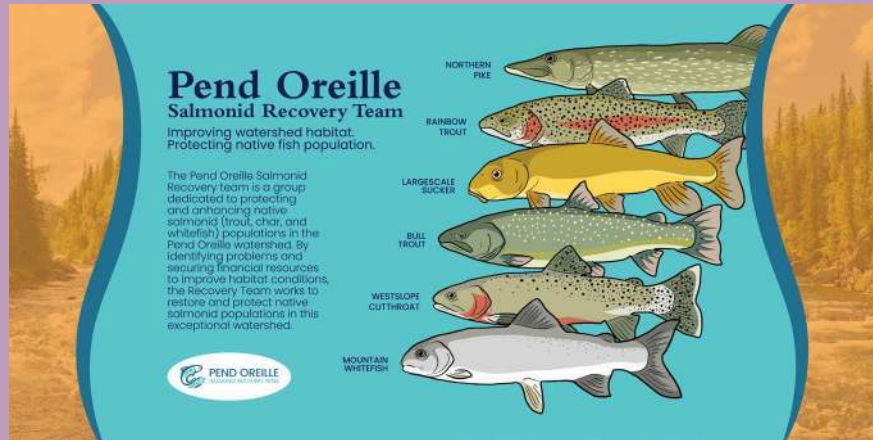
initial drafts



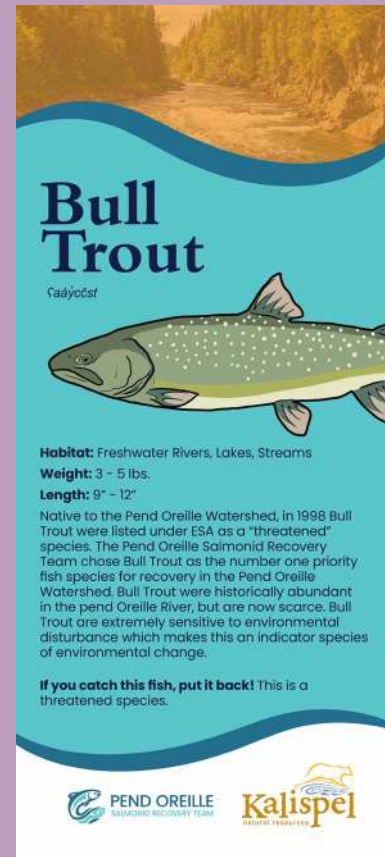
finals

Kalispel Wildlife

final



6' x 36" banner

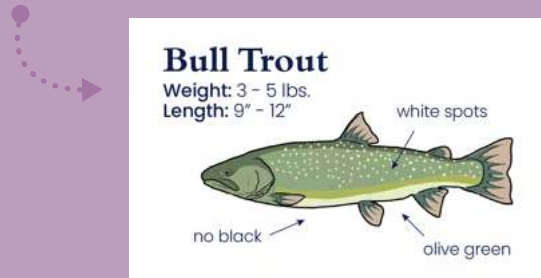


4" x 9" double-sided rack card

Kalispel Wildlife final



24" x 2" fold out

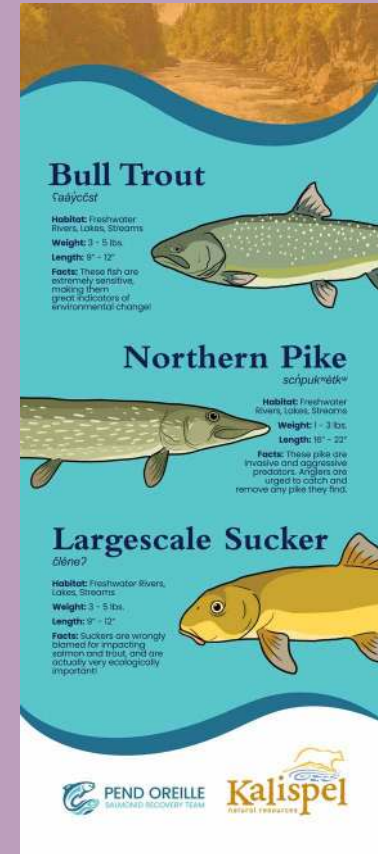


close up of fold out pages

Bull Trout

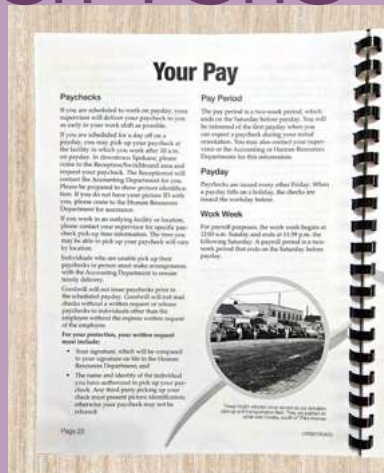
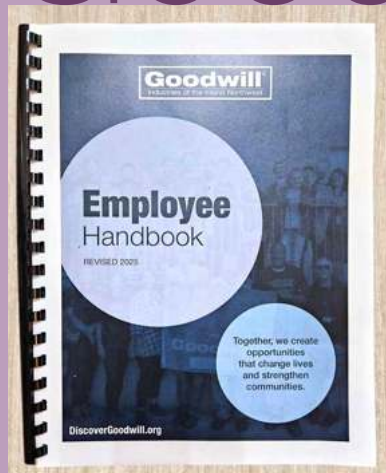
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Native to the Pend Oreille Watershed, in 1998 Bull Trout were listed under ESA as a **threatened** species. The Pend Oreille Salmonid Recovery Team chose Bull Trout as the number one priority fish species for recovery in the Pend Oreille Watershed. Bull Trout were historically abundant in the pend Oreille River, but are now scarce. Bull Trout are **extremely sensitive** to environmental disturbance which makes this an indicator species of environmental change.



33" x 80" pop-up

Goodwill Handbook



En

Goodwill Handbook

overview

Client: Goodwill Industries of the Inland Northwest (GIIN)

Summary: The most recent version of the GIIN Employee Handbook was put together several years ago by an human resources employee. Design and readability were not a priority due to time and budget constraints. As an intern, I redesigned the 90+ pages to make the document more accessible, aesthetic, and functional.

Dates: April 10th – May 2nd 2025

Tasks: Redesign the Employee Handbook; keep interior pages grayscale, present the digital file to GIIN's marketing manager; revise according to feedback in a timely manner

Deliverables: All content from previous book in a new document, 80–100 pages, each page 8.5"x11"

Tools: Adobe Indesign, Adobe Illustrator



pages from the finished handbook



Goodwill Handbook

before

title and headers
blend in

big blocks of text
over the whole page
feel overwhelming

two-column
table
of contents is

Inside this Handbook	
From Our President/CEO	5
A Proud History of "A Hand Up"	7
Introduction	15
Equal Employment Opportunity Policy	15
Reasonable Accommodations	15
At-Will Employment	16
Policies Affecting Employment	18
Job Opportunities	18
Employment of Relatives	18
Entrance to Goodwill Premises	19
Work Area Access	19
ID Badges	19
Time Clock Procedures	19
Time Cards and Time Sheets	20
Disaster/Weather Closures	20
Record Changes	21
Breaks and Lunch	21
Absences and Tardiness	22
Absenteeism Standard	22
Tardiness Standard	22
Leaving Work Early	24

Page 8 DiscoverGoodwill.org

short line length,
leads to eye fatigue

Your Pay	
Pay Period	
Payday	
Work Week	
Paychecks	
Return to the Table of Contents	
Supersedes all before January 2020	
Goodwill	
Incorporated in the State of Washington	
Page 25	

photo placement
feels random

Policies Affecting Employment	
Job Opportunities	
Employment of Relatives	
Return to the Table of Contents	
HOURS 10250	

very little
whitespace

Goodwill Handbook

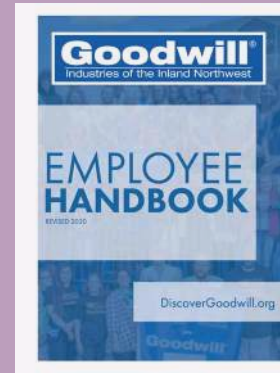
goals

AREAS FOR IMPROVEMENT

- Overall design felt clunky and plain
- Indesign document was unorganized
 - » All 90 pages was a single text box
 - » Every page was lined unevenly

PRIORITIES

- **Accessibility:** Many GIIN employees require easily-readable text. Make sure line length, font sizes, and contrast are all accessible for most readers.
- **Style:** Make the page layouts more interesting and thoughtful.
- **Content:** Information cannot be taken out, but the number of pages may increase if needed.



old pages



Goodwill Handbook

design

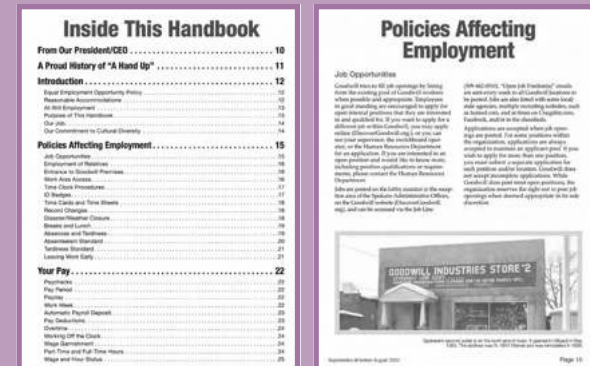
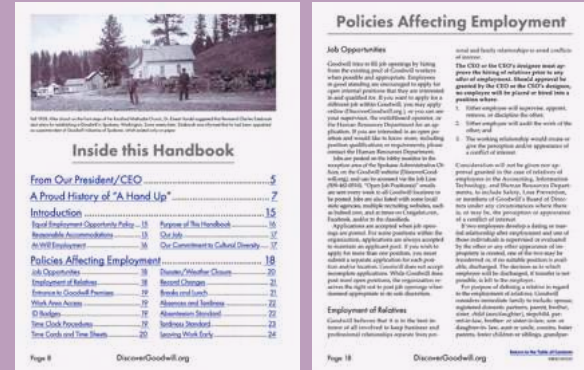
FINAL DRAFT

- Headers stand out, are easily and quickly identifiable for readers
- Text is carefully planned so sections fit on a page and line length is appropriate

PRIORITIES

- **Accessibility:** Font size, font weight, and line length are all planned and thought-out.
- **Style:** Went for a streamlined, professional, yet friendly design with graphics and flow. Interior pages are all grayscale for printing.
- **Content:** All information is included and accounted for. All images from the previous book were used.

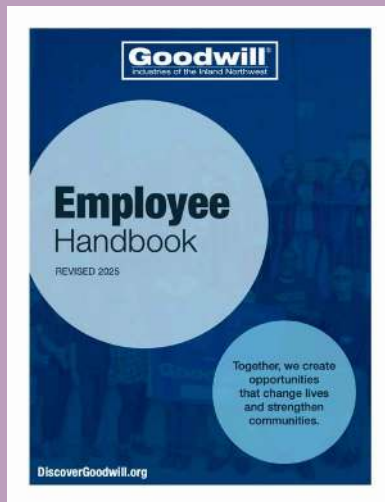
before



after

Goodwill Handbook

final



Inside This Handbook	
From Our President/CEO	10
A Proud History of "A Hand Up"	11
Introduction	12
Equal Employment Opportunity Policy	12
Reasonable Accommodations	12
At Will Employment	13
Purpose of This Handbook	13
Our Jobs	14
Our Commitment to Cultural Diversity	14
Policies Affecting Employment	15
Job Opportunities	15
Employment of Relatives	16
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Your Pay	22
Paychecks	22
Pay Period	22
Payday	22
Work Week	22
Automatic Payroll Deductions	23
Pay Deductions	23
Overtime	24
Working Off the Clock	24
Wage Garnishment	24
Part-Time and Full-Time Hours	24
Wage and Hour Status	25



pages from the finished handbook

Give Like A Woman



Give Like a Woman *overview*

Client: Geneva Johns and Nicole Diedrich from the Women Helping Women Fund of Spokane (WHWF)

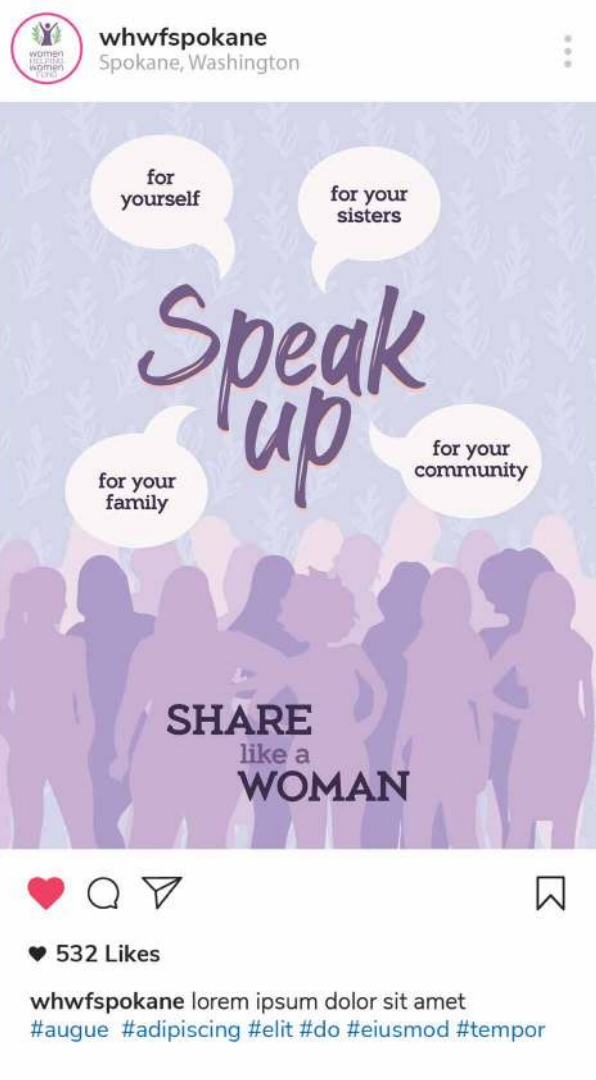
Summary: WHWF was hosting a charity event titled "Give Like A Woman," and required two poster designs to showcase their values and encourage donations to their charity. They needed these posters to fit easily into the brand style and be recognizable as WHWF designs.

Dates: April 2nd – April 19th 2025

Tasks: Create two posters, one focused on speaking up and sharing experiences, and one focused on Mariana Atencio's TED Talk, What Makes You Special; social media versions and mockups of posters

Deliverables: 2 posters as 18"x24" digital files with a .125" bleed in the CMYK colorspace, social media versions at 1080x1350 pixels

Tools: Adobe Illustrator, WACOM drawing tablet



social media mockup

Give Like a Woman

research

CREATIVE BRIEF

- Defined goal of posters, event, etc.
- Researched brand accomplishments, goals, and values

MOODBOARD

- Client wanted modern, simplistic, but impactful designs that stayed on-brand
 - » Appreciated stylistic lineart
- Emphasis on brand values
 - » Strength, community, and power in femininity
- Began on simple sketches to define style and brainstorm ideas
 - » Wanted to feature hands and gender symbol



creative brief



moodboard



sketches

Give Like a Woman

editing

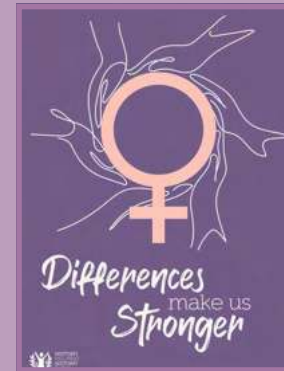
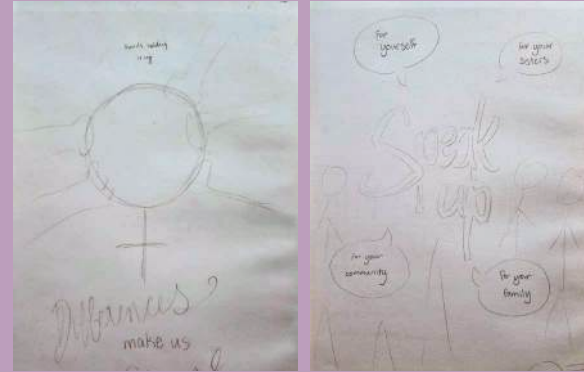
DIGITIZING

- Used script font for emphasis, serif and sans-serif for supporting text
- Went with stylistic hand illustrations
 - » Made several drafts to make sure hands were supporting the symbol, not grabbing it

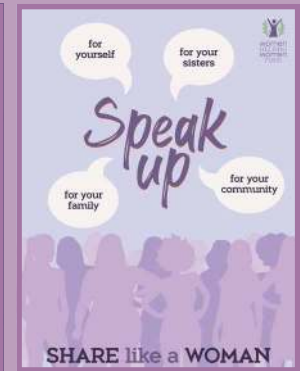
CLIENT FEEDBACK

- After establishing a base for my designs, I presented them to the client for feedback
 - » **TED Talk:** Add more visual impact, suggested leaning on strong color contrast
 - » **Testimony:** Wanted more depth, maybe add a pattern in the background

sketches



rough • TED Talk



rough • Testimony

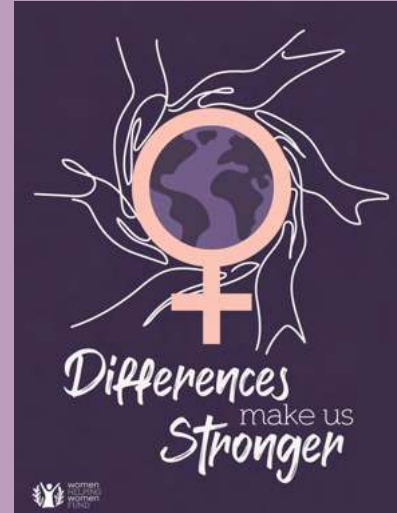
Give Like a Woman *design*

FINAL DESIGNS

- **TED Talk:** Darkened background, illustrated globe into symbol for contrast
- **Testimony:** Created background texture by pulling the leaf art from the logo, added depth to the crowd

SOCIAL MEDIA

- Clients wanted social media versions of each poster (no logo needed) and mockups
- Altered text size and negative space, scaled down designs to fit social media proportions and size



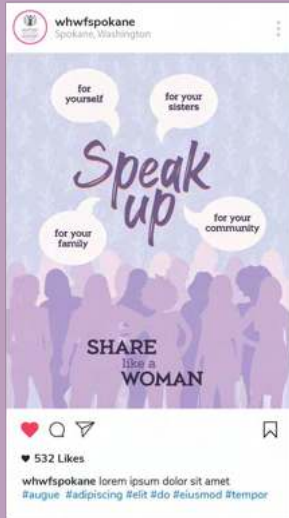
final • TED Talk



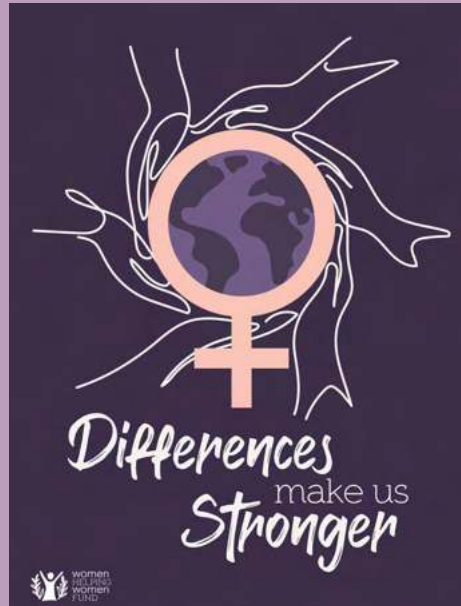
final • Testimony

Give Like a Woman

final



1080px x 1350px mockups



final • TED Talk



final • Testimony

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