

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



En

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)

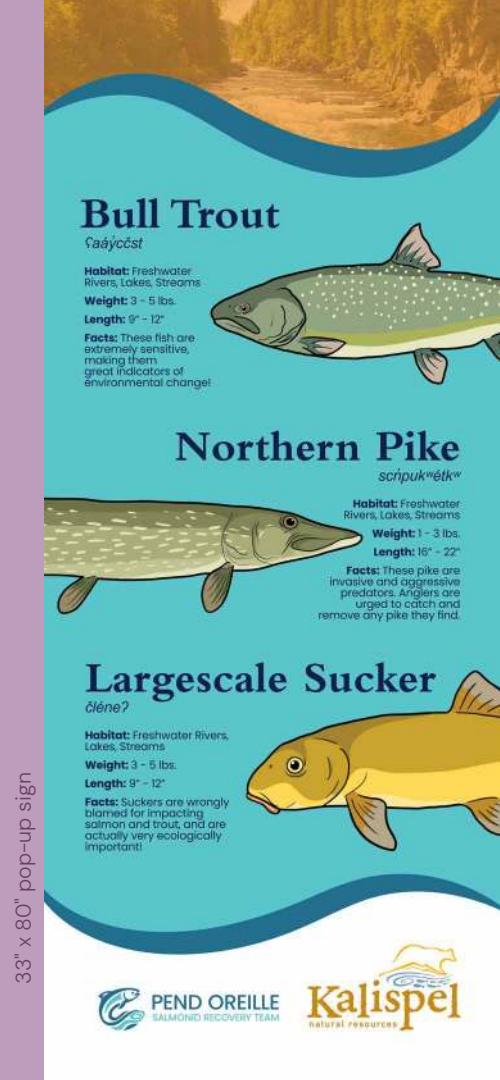
Summary: KNRD and POSRT needed illustrations of different local fish and some fresh redesigns featuring those fish in order to spread awareness of endangered native species and encourage healthy fishing habits. They needed designs that featured a blend of both organizations' styles and colors.

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



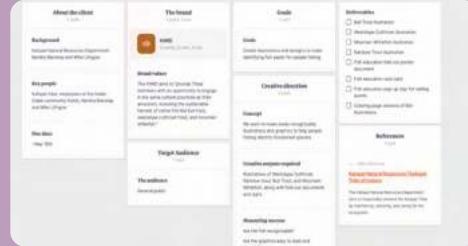
Kalispel Wildlife research

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

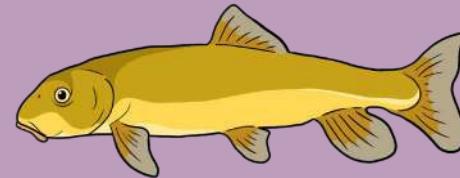


STYLE

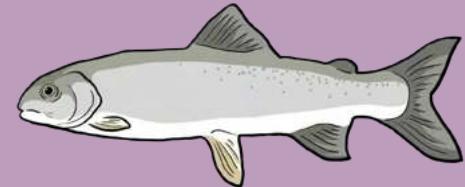
- Blocked colors to emphasize color variation and establish style
- Thick, defined lines to simplify complex shapes and features
- Emphasized key characteristics
 - » Spots, shape, fins, colors, etc.

ACCURACY

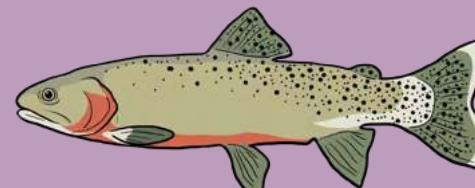
- Had several reference images for color, shape, features, etc.
- Went through three rounds of revision and critique to ensure fish were identifiable



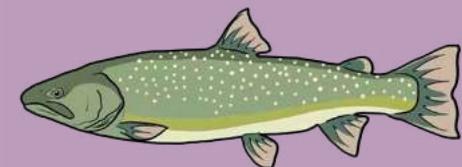
Largescale Sucker • čléne?



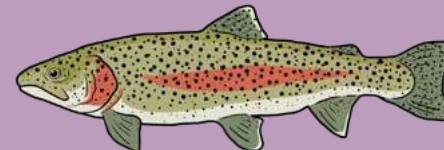
Mountain Whitefish • xʷxʷyučn



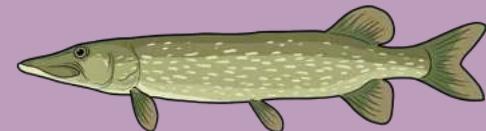
Westslope Cutthroat • pist



Bull Trout • ſaáýččst



Rainbow Trout • ɬaáýččst



Northern Pike • scřupukʷétkʷ

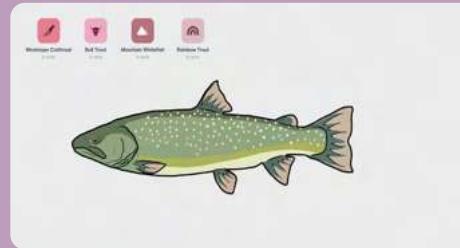
Kalispel Wildlife *design*

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

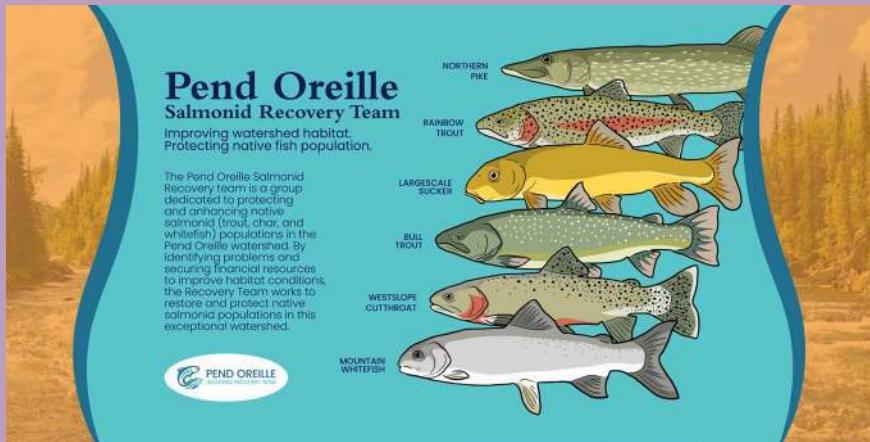


initial drafts



finals

Kalispel Wildlife final



6' x 36" banner

Bull Trout

Caayc̓st



Habitat: Freshwater Rivers, Lakes, Streams
Weight: 3 - 5 lbs.
Length: 9" - 12"

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.

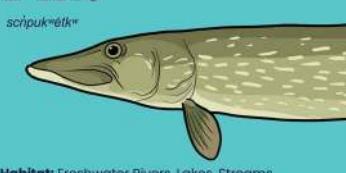
If you catch this fish, put it back! This is a threatened species.

 PEND OREILLE
SALMONID RECOVERY TEAM

 Kalispel
NATURAL RESOURCES

Northern Pike

schpukʷétkʷ



Habitat: Freshwater Rivers, Lakes, Streams
Weight: 2 - 3 lbs.
Length: 16" - 22"

The northern pike is a highly invasive, non-native species in Washington, known for its rapid spread and heavy predation on native fish, including threatened salmonids. First introduced illegally in the mid-1900s, pike have expanded into the Columbia River Basin, Lake Washington, and even San Juan Island. They can live over 20 years, grow over 45 pounds, and reproduce rapidly, causing significant ecological harm.

Anglers are urged to kill any pike caught in new areas, take a photo, and report it via i-888-WDFW-AIS, ais@dfw.wa.gov, or invasivespecies.wa.gov.

 PEND OREILLE
SALMONID RECOVERY TEAM

 Kalispel
NATURAL RESOURCES

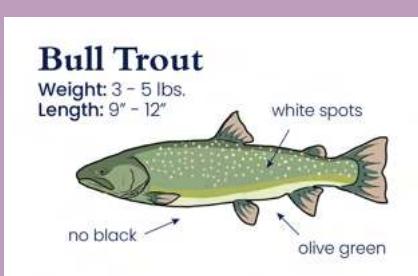
4" x 9" double-sided rack card

Kalispel Wildlife

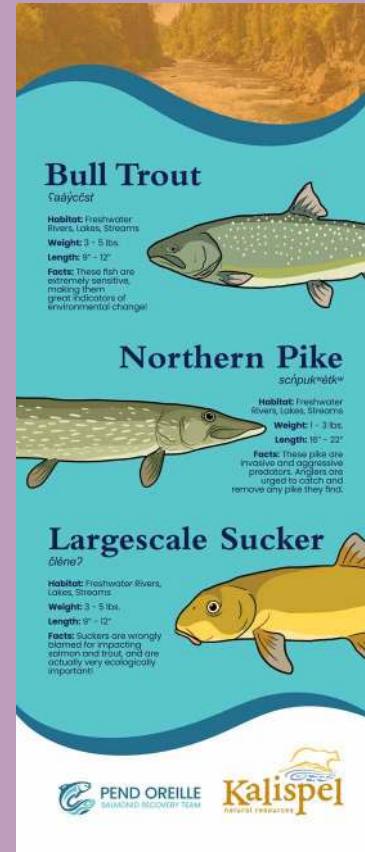
final



24" x 2" fold out

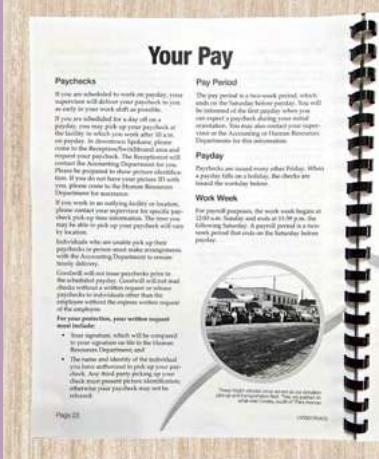
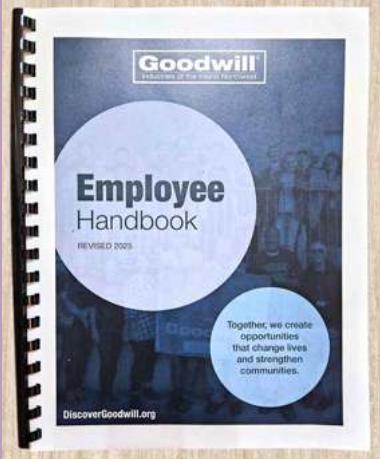


close up of fold out pages



33" x 80" pop-up

Goodwill Handbook



En

Goodwill Handbook

before

two-column table
of contents is



Full 1938. Also shown on the front steps of the Rockwood Methodist Church, Dr. Ermer would suggest that Rev. Howard Charles Ebdonius, then superintendent of Goodwill Industries of Spokane, Washington. Some weeks later, Ebdonius was informed that he had been appointed as superintendent of Goodwill Industries of Spokane, which existed only on paper.

Inside this Handbook

From Our President/CFO	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 Closure	20
Record Changes	21
Breaks and Lunch	21
Absences and Tardiness	22
Absenteeism Standard	22
Tardiness Standard	23
Leaving Work Early	24

title and headers
blend in

Your Pay

Pay Period

The pay period is a two-week period, which ends on the Saturday before payday. You will be informed of the first payday when you can expect a paycheck during your initial orientation. You may also contact your supervisor or the Human Resources or Payroll Services Department for this information.

Payday

Paychecks are issued every other Friday. When a payday falls on a holiday, the checks are issued the workday before.

Work Week

For payroll purposes, the work week begins at 12:01 a.m. Sunday and ends at 11:59 p.m. the following Saturday. The pay period is a two-week period that ends on the Saturday before payday.

Paychecks

If you are scheduled to work on Saturday, your supervisor will deliver your paycheck to you early in your work shift as possible.

We opened stores on W. 25th Boulevard in April 1948. In 1949, a fire in a hotel closed the store. The board decided to move to the former Hotel Spokane, 1919-1920. In 1972, the store would once again become the Spokane Valley store. Located in Town and Piece.

Goodwill Industries of the Inland Northwest

Return to the Table of Contents
Superseded after January 2020

Page 25

short line length,
leads to eye fatigue



photo placement
feels random

Policies Affecting Employment

Job Opportunities

Goodwill tries to fill job openings by hiring from the existing pool of Goodwill workers when possible and appropriate. Employees in good standing are encouraged to apply for open interest positions that they are qualified for and available to work. You may apply for a different job within Goodwill, or you may contact the Human Resources Department to request a transfer.

If two employees will supervise, appraise, remove, or discipline the other;

2. Either employee will audit the work of the other; and

3. The working relationship would create or give the perception and/or appearance of a conflict of interest.

Consideration will not be given nor approval granted in the case of relatives of employees in the Accounting, Information Technology, and Human Resources Departments, to include spouses, parents, children, or members of Goodwill's Board of Directors under any circumstances where there is, or may be, the perception or appearance of a conflict of interest.

If two employees develop a dating or marital relationship after employment and one of the individuals is supervised or evaluated by the other, or any other form of inappropriate conduct is created, one of the two may be transferred or, if no suitable position is available, terminated. If transfer is not possible, it is left to the employer.

The purpose of defining a relative in regard to employment is to ensure that Goodwill considers immediate family to include spouse, registered domestic partners, parent, brother, sister, son, daughter, son-in-law, daughter-in-law, parent-in-law, brother-in-law, son or daughter-in-law, aunt or uncle, cousin, foster parents, foster children or siblings, grandparents,

big blocks of text
over the whole page
feel overwhelming

very little
whitespace

Goodwill Handbook

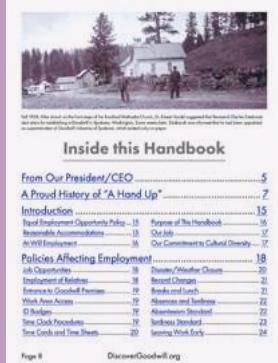
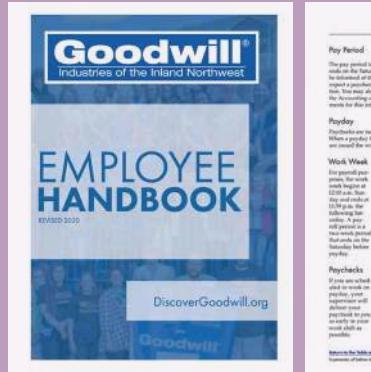
goals

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

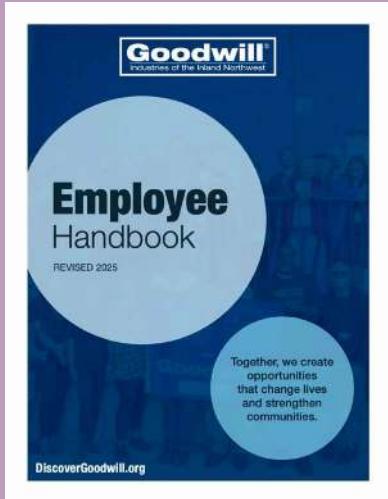
PRIORITIES

- 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.



Goodwill Handbook

final



Inside This Handbook

From Our President/CEO	10
A Pride of "A Hand Up"	11
Introduction	12
Equal Employment Opportunity Policy	13
Reasonable Accommodations	13
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 Relations	15
Employee Benefits	15
Employee Benefits	15
Work Area Access	16
Time Clock Procedures	17
ID Badges	17
Time Clock and Time Sheets	18
Record Changes	18
Disaster/Weather Closures	18
Breaks and Lunch	19
Absenteeism Standard	19
Absenteeism Standard	19
Tardiness Standard	20
Tardiness Standard	20
Leaving Work Early	21
Your Pay	22
Paychecks	22
Pay Period	22
Payday	22
Wage Increases	23
Automatic Payroll Deposit	23
Pay Deductions	23
Overtime	24
Working Off the Clock	24
Wage Garnishments	24
Part-Time and Full-Time Hours	24
Wage and Hour Status	25

Introduction

Equal Employment Opportunity Policy

Goodwill Industries of the Inland Northwest (Goodwill) is an Equal Opportunity Employer, pledged to provide equal employment opportunities including promotion, pay, and wages, to all employees, regardless of race, age, color, creed, sex, religion, marital status, familial status, work assignment, sexual orientation, gender identity, or the presence of any sensory, mental or physical disability, upon the use of a trained dog guide or service animal. Goodwill does not discriminate on any other lawfully protected status, or any other basis prohibited by local, state, or federal law. Goodwill is an equal opportunity employer and complies with family and fair labor responsiveness. Goodwill follows Title VII of the Civil Rights Act of 1964 as well as applicable local, state and federal laws.

Reasonable Accommodations

Goodwill will make reasonable accommodations for qualified individuals with disabilities who are employees or applicants for employment on the organization. Goodwill takes into consideration the nature and cost of the accommodation, the functions performed by the individual, the nature and cost of the special resources, and the impact of the needed accommodation on the operation, other employees, and the organization. Goodwill will make all aspects of the employment relationship, including the hiring process, promotion, and termination, accessible to individuals with disabilities. Goodwill follows Title VII of the Civil Rights Act of 1964 as well as applicable local, state and federal laws.



Our first Goodwill store opened in this small wooden building in Spokane, just east of our current store on Third

Page 12

HR0017423

Time Clock Procedures

Employees must clock in more than five minutes before the beginning of their shift and must clock out before the end of their shift. Employees must clock in and out when released from work without waiting by the time clock when released from their work area or when clocked in.

Employees must clock only the hours for which they are scheduled. If a pattern is identified whereby any employee is regularly late, clocked in, or clocked out for extended periods of overtime, that employee may be subject to disciplinary action up to and including immediate termination of employment.

Employees may not falsify hours on time sheets, alter their time cards, or remove any time from their time cards.

Similarly, employees may not punch in or out for another worker or alter another person's time card. Employees who do this will be subject to disciplinary action up to and including immediate termination of employment.

Employees who do not report for work at their scheduled time will be considered tardy or absent.



Supersede of Policy August 2022

Page 17

pages from the finished handbook

Give Like A Woman



En

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

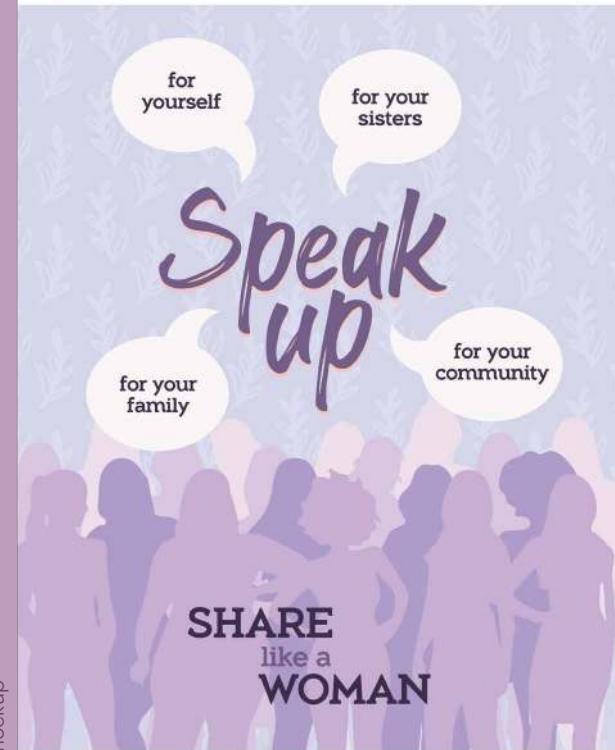
Deliverables: 2 posters as 18"x24" digital files with a .125" bleed in the CMYK colorspace, social media versions at 1080x1350 pixels

Tools: Adobe Illustrator, WACOM drawing tablet



whwfspokane
Spokane, Washington

...



social media mockup



♥ 532 Likes

whwfspokane lorem ipsum dolor sit amet
#augue #adipiscing #elit #do #eiusmod #tempor



Give Like a Woman

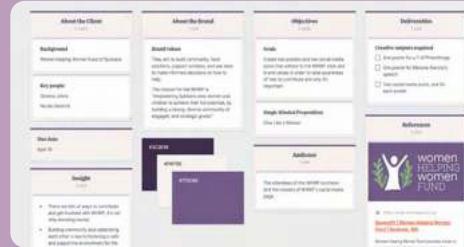
research

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*

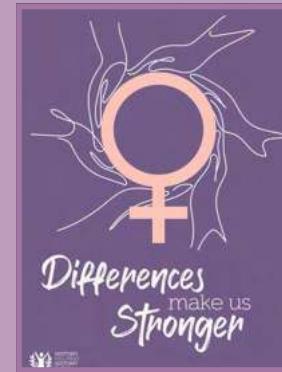
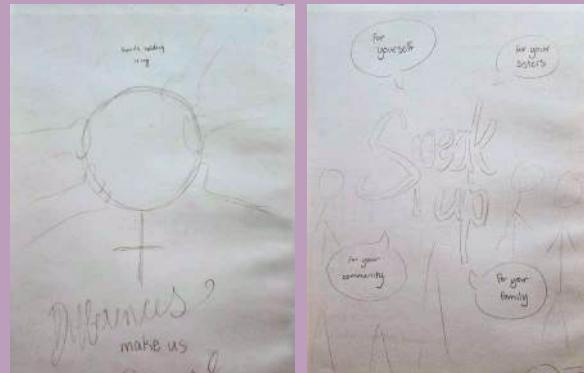
DIGITIZING

- 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

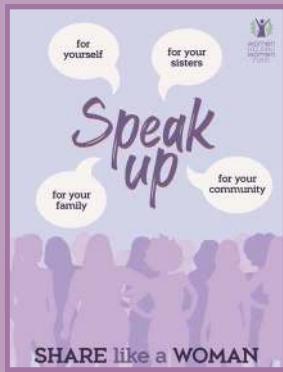
CLIENT FEEDBACK

- 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

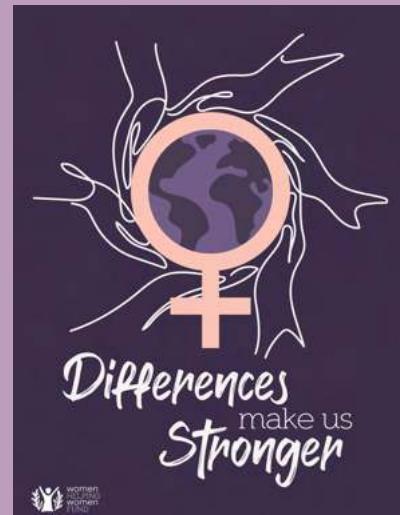
design

FINAL DESIGNS

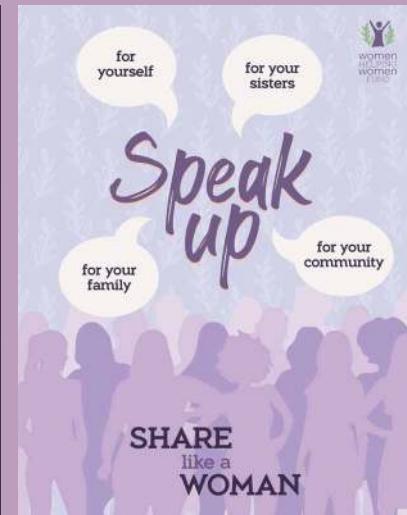
- **TED Talk:** Darkened background, illustrated globe into symbol for contrast
- **Testimony:** Created background texture by pulling the leaf art from the logo, added depth to the crowd

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



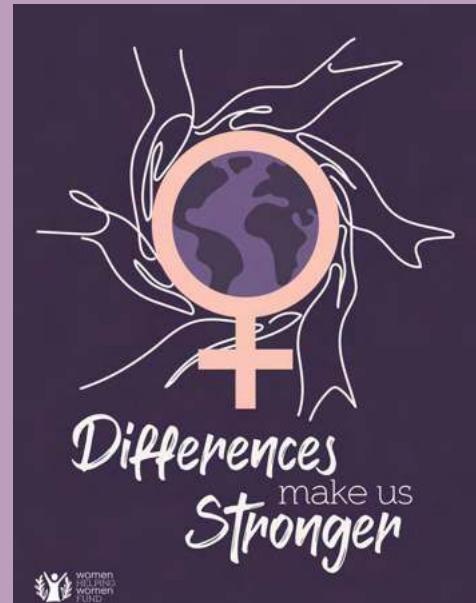
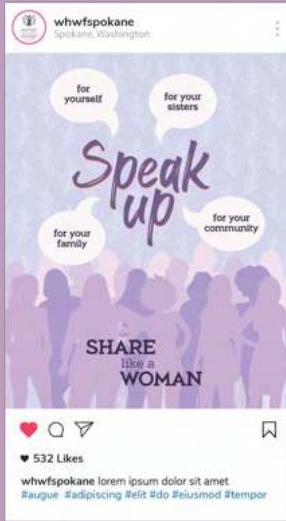
final • TED Talk



final • Testimony

Give Like a Woman

final



1080px x 1350px mockups

final • TED Talk

final • Testimony

Thank you

email

ellanielsen12@gmail.com

phone

971.813.9828

Instagram

[cinder.ella03](https://www.instagram.com/cinder.ella03)

let's keep in touch!

