

NICOLE DESJARDINS

Graphic Designer • Digital Content Specialist • AI Trainer

Easthampton, Massachusetts | 774-200-7660 | nicolemdesjardins74@gmail.com

PROFESSIONAL SUMMARY

Graphic designer, digital content specialist, and AI trainer with experience in visual communication, layout design, branding, digital marketing, and creative evaluation across print and digital formats. Currently working as an AI Trainer with Outlier since March 2025, reviewing AI-generated content for accuracy, quality, consistency, and adherence to detailed guidelines. Proficient in Adobe Creative Cloud, including Photoshop, Illustrator, and InDesign, with working experience in Figma and web-based design environments. Brings strong visual judgment, careful attention to detail, and the ability to assess creative work through composition, typography, hierarchy, usability, and brand consistency.

AREAS OF EXPERTISE

- Graphic Design & Visual Communication
- Brand Identity & Creative Concept Development
- Adobe Photoshop, Illustrator & InDesign
- Web Design & Content Management
- Layout Design & Visual Hierarchy
- Design Quality Review & Annotation
- Figma, Adobe XD & WordPress
- Detail-Oriented Quality Assurance
- Typography & Color Theory
- AI Content Evaluation & Prompt/Response Review
- Digital Marketing & Social Media Content
- Written Feedback & Cross-Functional Communication

PROFESSIONAL EXPERIENCE

AI Trainer

Outlier | Remote

March 2025 - Present

- Evaluate AI-generated content for quality, accuracy, clarity, consistency, and compliance with project guidelines.
- Review outputs against structured rubrics and provide detailed written feedback to improve model performance.
- Identify errors in reasoning, presentation, formatting, and content quality with strong attention to detail.
- Perform annotation and rating work requiring nuanced judgment, pattern recognition, and careful adherence to standards.
- Contribute to projects involving content analysis, response evaluation, and quality benchmarking across varied formats.

Business Owner / Graphic & Digital Design Consultant

Desjardins Digital | Easthampton, MA

October 2019 - Present

- Design branded digital and print materials, web graphics, marketing assets, and visual content for small business clients.
- Develop layouts and creative concepts that align with client goals, brand identity, and audience needs.
- Create and manage website content, graphics, and updates using WordPress and design software.
- Produce social media visuals, promotional materials, and digital assets with attention to hierarchy, clarity, and usability.
- Communicate directly with clients to refine creative direction, incorporate feedback, and deliver polished final work.

Web Content Specialist (Freelance / Contract)

OneEighty Media, Inc. | Remote

August 2015 - December
2022

- Managed WordPress website development and digital content updates for healthcare-centered businesses.
- Designed and executed email campaigns, social media content, and web visuals to improve engagement and brand visibility.
- Created marketing materials for both digital and print use while maintaining consistency across platforms.
- Collaborated on content presentation, site structure, and campaign assets with a strong focus on usability and communication.

Social Media Marketing Specialist

Hancock Shaker Village

October 2010 - August
2013

- Directed digital marketing initiatives including social media, eCommerce content, and email campaigns.
- Developed online and print promotional materials for events, fundraising efforts, and public engagement.
- Supported brand communication through thoughtful visual presentation and audience-focused messaging.

TECHNICAL SKILLS

Design & Creative Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Adobe XD

Additional Tools: WordPress, Microsoft Word, Excel, Outlook, Canva, social media publishing platforms

Related Skills: Digital layout, brand consistency, content review, design critique, visual QA, annotation, marketing asset creation, web content management

ADDITIONAL STRENGTHS

- Strong creative judgment and the ability to assess design quality objectively.
- Careful reviewer with excellent pattern recognition and guideline adherence.
- Able to communicate design feedback clearly and professionally.
- Experienced working independently in remote contract environments.
- Comfortable with repetitive, detail-intensive evaluation work requiring consistency and accuracy.