

# NICHOLAS SUFRINKO

HEALTHY TEEN NETWORK

PO Box 721 • Churchville, MD 21028 • [Nick@HealthyTeenNetwork.org](mailto:Nick@HealthyTeenNetwork.org)

## SKILLS & SUBJECT AREA EXPERTISE

Designer and storyteller with over ten years' experience looking to tackle challenges with human-centered design, ambitious branding, and creative leadership.

## EDUCATION

### PENNSYLVANIA STATE UNIVERSITY, UNIVERSITY PARK, PA

BACHELOR OF ARTS, ENGLISH AND SOCIOLOGY, 2011

### HARVARD UNIVERSITY, CAMBRIDGE, MA

CERTIFICATE, CAREER DISCOVERY, THE GRADUATE SCHOOL OF DESIGN, 2013

- Concentration in Urban Design

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTION AND PRODUCT DESIGN MANAGER, INNOVATION & RESEARCH

HEALTHY TEEN NETWORK, REMOTE

2021 - PRESENT

- Leads teams through the creation and expression of brands and products that affirm youth, change behavior, and advance missions
- Sets the strategic direction for campaigns that connect with real, human stories, personify data, and shift perspectives
- Coaches staff in content creation and design, and cultivates environments of creative collaboration
- Serves as innovation and brand coach for multiple Office of Adolescent Health-funded projects
- Crafts actionable direction, standards, and feedback for others to write, design, illustrate, and develop on brand
- Writes brand manifestos, vision statements, true-life stories, scripts, and other copy
- Designs, illustrates, and builds app and web user interfaces; social media posts; infographics; and event installations, marketing, and signs
- Conducts research to find inspiration, identify opportunities for design and storytelling, and test assumptions
- Authors and facilitates workshops on innovation, brand, and storytelling in adolescent health across the United States
- Promoted in January 2021

### DIGITAL HEALTH COMMUNICATIONS SPECIALIST, INNOVATION & RESEARCH

HEALTHY TEEN NETWORK, BALTIMORE/REMOTE

2017 - 2021

- Created, managed, and analyzed targeted campaigns on social media, dating apps, and influencer platforms to promote youth rights and health
- Recruited 2,000+ youth via social media for health care and the randomized controlled trials of sexual health apps
- Led the creation and implementation a new visual identity for the 40-year-old national adolescent health organization
- Co-founded and created an AI-powered mobile app to help young adults have better connections, better conversations, and healthier sex lives
- Refined the app concept and pitch with investors through a social entrepreneurship and design accelerator programs
- Designed, illustrated, and built app and web user interfaces, social media posts, infographics, and event marketing
- Co-organized and co-facilitated a yearly human-centered design sprint for adolescent health professionals
- Managed a \$1 million federal grant and other projects



## MANAGER, REPRODUCTIVE HEALTH SPECIAL PROJECTS AND COMMUNICATIONS

MATERNAL AND FAMILY HEALTH SERVICES, WILKES-BARRE, PA  
2012 - 2017

*Promoted from Outreach Coordinator and Outreach Assistant*

- Led strategic outreach and education initiatives for adolescents, men, and the LGBTQ+ community
- Created, managed, and analyzed targeted campaigns on web, apps, and social media
- Coached and managed direct report and interns
- Introduced and managed new adolescent health projects, including a Pennsylvania-wide sexual health textline and a health education program for youth in alternative education settings
- Designed and wrote in support of fundraising and public health goals
- Managed \$250,000/year portfolio of state and foundation grants

## OTHER EXPERIENCE

- VOLUNTEER, HUMAN RIGHTS CAMPAIGN GREATER NEW YORK DINNER, 2021-2023
- PEER REVIEWER, AMERICAN JOURNAL OF SEX EDUCATION, 2018-2021

## PATENTS AND PUBLICATIONS

Garrido, M., Martínez-García, G., and Sufrinko, N. (2023). Enhanced Suggestive Keyboard (Patent Pending). U.S. Patent and Trademark Office.

Desiderio, G., Garrido, M., Williams, M., & Sufrinko, N. (2020). *Young parents logic model* [Tool and report]. Baltimore: Healthy Teen Network. [www.healthyteennetwork.org/resources/young-parents-logic-model](http://www.healthyteennetwork.org/resources/young-parents-logic-model)

Garrido, M., Sufrinko, N., Max, J., & Cortes, N. (2018). Where Youth Live, Learn, and Play Matters: Tackling the Social Determinants of Health in Adolescent Sexual and Reproductive Health. *American Journal of Sexuality Education*, 13(3), 269-282. <https://doi.org/10.1080/15546128.2018.1458264>

## SELECTED TRAININGS & PRESENTATIONS

Natalie, P., Garrido, M., & Sufrinko, N. (2022, October 19). *The Three Little Pigs: Storytelling and Innovation in Sexual Health* [Workshop]. Healthy Teen Network Conference, Healthy Teen Network Miami, FL.

Sufrinko, N., Garrido, M., & Natalie, P. (2022, October 17-19). *The Machine of Forgotten and Remembered Passages*. [Art Installation]. Healthy Teen Network Conference, Healthy Teen Network, Miami, FL.

Sufrinko, N., & Tomai-Felsen. (2022, July 14). *Brand Building for Change in Your Community: For Teen Pregnancy Prevention Grantees* [Webinar]. Reproductive Health National Training Center, JSI, Washington, DC.

Sufrinko, N., Garrido, M., Martinez-Garcia, G., Lloyd, L. (2021, May-2022, May) *Fold in the Cheese: A Three-Part Introduction to Human-Centered Design* [Workshop Series]. Activate, Child Trends, Healthy Teen Network, Remote.

Sufrinko, N., & Cowser, M. *How to Build a Brand and Change the World*. [Workshop]. Healthy Teen Network Conference, Healthy Teen Network, Remote.

Sufrinko, N. *How Wingman Suggestive Keyboard Builds Intimacy While Keeping It Hot* (2021, October). [Presentation]. YTH Live!, ETR, Remote.

Manlove, J., Cook, E., Whitfield, B., Johnson, M., Fincharo, J., Garrido, M., Sufrinko, N., & Martinez-Garcia, G. (2020, April 22-25). *Sex Ed Goes High Tech: Findings from a RCT Evaluation of the Pulse App* [Poster]. Population Association of America Annual Meeting, Washington, DC.

Martinez-Garcia, G., Garrido, M., & Sufrinko, N. (2020, May 26). *Wingman: A Suggestive Keyboard to Facilitate Conversations about Sex* [Webinar session]. Office of Population Affairs' Teen Pregnancy Prevention Grantee Expo Showcase Webinar, Washington, DC.

Garrido, M., Sufrinko, N., & Fathallah, S. (2019, October 28-30). *#HealthyTeen2019 Design Challenge: A series of human-centered design workshops* [Conference session]. Healthy Teen Network National Conference, New Orleans, LA.

Garrido, M., & Sufrinko, N. (2019, July 10-12). *Instagram them and they will come or will they? The secrets of recruiting youth through social media*. [Workshop]. National Sexual Health Conference, Chicago, IL.



- Sufrinko, N., Garrido, M., & Martinez-Garcia, G. (2019, July 10-12). Selling Sexual Health: Comparing two pilot recruitment internet ad campaigns for Latinx individuals [Poster]. National Sexual Health Conference, Chicago, IL.
- Sufrinko, N., Garrido, M. and Martinez-Garcia, G. (2018, November 10-14). Recruiting? Facebook can help: Using social media to recruit participants [Poster]. American Public Health Association's Annual Meeting, San Diego, CA.
- Sheoran, B., Idelson, L., Garrido M., Sufrinko, N., & Desiderio, G. (2018, October 22). *An Introduction to Human Center Design* [Workshop]. Healthy Teen Network Annual Conference, "Standing Strong and Keeping Youth at the Center", San Diego, CA.
- Chilcoat, D., Sufrinko, N., & Garrido M., (2018, October 23). *Equipping Youth to Succeed: Power Through Choices* [Poster]. Healthy Teen Network Annual Conference, "Standing Strong and Keeping Youth at the Center", San Diego, CA.
- Sheoran, B., Idelson, L., Garrido M., & Sufrinko, N. (2018, October 23). *An Introduction to Human Center Design* [Workshop]. Healthy Teen Network Annual Conference, "Standing Strong and Keeping Youth at the Center", San Diego, CA.
- Sufrinko, N., & Garrido M., (2018, October 24). *Designing with Youth: A Step-by-Step Workshop for Using Digital Focus Groups to Uncover Youth Insights* [Conference Session]. Healthy Teen Network Annual Conference, "Standing Strong and Keeping Youth at the Center", San Diego, CA.
- Sufrinko N. & Garrido, M. (2018, May 30-31). *The Focus Group Goes Digital: A Step-by-Step Workshop for Collecting Qualitative Data Online for Program Design* [Workshop]. Family Youth Service Bureau-Adolescent Pregnancy Prevention Conference, Washington, DC.
- Sufrinko, N. (2017) Line My Eyes and Call Me Pretty: Messing Around With Gender Roles (and Theory!) in Young Men's Health Campaigns and Programs. Invited talk at the Research Brown Bag Series, Guttmacher Institute, New York, NY.
- Sufrinko, N. (2016) SafeTeens Answers!: Harnessing Teens' Information-Seeking Practices to Deliver Health Education. Presentation at the National Conference on Health Communication, Marketing, and Media, Centers for Disease Control and Prevention, the National Public Health Information Coalition, and the Society for Health Communication, Atlanta, GA.
- Sufrinko, N. & Bunce, K. (2013) LGBTQ Wellness: Dispelling Myths to Advance Health Equity. Presentation at the Annual National Family Week Conference, Family Service Association of Northeastern Pennsylvania and Northeastern Pennsylvania Rainbow Alliance, Wilkes-Barre, PA.

## DESIGN PORTFOLIO

[https://issuu.com/nsufrinko/docs/nicholas\\_sufrinko\\_2021\\_portfolio](https://issuu.com/nsufrinko/docs/nicholas_sufrinko_2021_portfolio)

