

NICOLE WEST

UX Designer

iOS, Android, & Web
nwest95@gmail.com
nicolewest.net

SKILLS

DESIGN

Sketch
Photoshop
Illustrator
InDesign
InVision
Axure

DEVELOPMENT

HTML
CSS
SASS
Javascript
jQuery
Python
Bootstrap

ETC

Material Design Lite
Responsys
Monetate
Hawk Search
Moveable Ink
Copywriting
Marketing Strategy
UserTesting.com

EDUCATION

COLUMBUS COLLEGE OF ART AND DESIGN

2013 – Columbus, OH
Bachelor of Fine Arts,
Illustration

OAKBRIDGE ACADEMY OF ARTS

2006 – Lower Burrell, PA
Associates of Visual Design

EXPERIENCE

EXPRESS

UX Designer • October 2017 – Current

- Created a new workflow process between UX and partners
- Maintained Material Design best practices throughout the app
- Lead UX on app team through multiple projects
- Increased trust and involvement between UX team and partners
- Conducted user testing and competitor research
- Created UI for iOS and Android app following Design System Library

American Signature Inc.

Web Developer/Designer • August 2016 – October 2017

- Created UX/UI design for responsive custom pages
- Led team on UX/UI of new Delivery Tracker app
- Coded custom responsive pages with Bootstrap Framework
- Created personalization campaigns with use of Monetate
- Strategized concepts with team on marketing initiatives
- Created personalization campaigns based on user segments

American Signature Inc.

Jr. Web Developer/Designer • June 2014 – August 2016

- Created web graphics per request
- Designed UI/UX for custom pages
- Managed website updates through CMS
- Coded and scheduled emails through EMS
- Coded pages responsively with Bootstrap Framework
- Created user flows as needed for varying projects
- Worked with Merchandising to manage upkeep of product pages

Park Bench Digital

Interactive Designer • October 2013 – June 2014

- Developed layouts and templates for Wordpress sites
- Designed graphic solutions based on client needs
- Managed code standards through varying clients
- Managed server up-keep of business's site(s)
- Managed Facebook, Google Analytics, and Google AdWords for clients