

Nicole Vest

UX/UI DESIGNER

I am a curious, creative, and compassionate digital strategist with a talent for telling moving visual stories and turning messy problems into elegant, intuitive solutions. I have been recognized for my dedication to greatness and my skills in uncovering a client's underlying goals and turning them into successes.

EXPERIENCE

FindLaw - May 2018 to Present

Create home page and internal page designs and communicate design rationale to law firms.

Collaborate with project managers, marketing specialists and content strategists to create cohesive user experiences.

Benchmark Auto Service - May 2013 to Present

Increased customer base by 400% by conducting user research, writing relevant copy and coding for SEO.

Created a unified company brand and communicated it through a compelling website, active social media accounts, photography, and printed materials.

Allen Edmonds - March 2017 to May 2018

Designed & coded responsive landing pages for 600k+ monthly visitors.

Built, communicated and refined wireframes to create intuitive and dynamic user experiences.

Communicated a cohesive brand message by working closely with a small 20-person team including senior management, copywriters, marketers, analysts, buyers and designers.

Improved the e-commerce shopping experience by conducting and acting upon 1-2 monthly A/B tests.

Used Javascript to track over 5 million monthly Google Analytics events.

Sped up updates to the master product spreadsheet by writing VBA macros.

Sped up image editing times by recording Photoshop scripts.

Edited 20+ weekly images to fit the dimensions of various devices using Photoshop.

Conducted SEO research and execute it by using up-to-date, ADA compliant web standards.

nicolevest.com
nicole.marie.vest@gmail.com
952-994-4965

linkedin.com/in/
nicolemarievest

EDUCATION

2011 BA Fine Art

*Math Minor
College of Saint Benedict*

President's Scholarship

Sister Colman O'Connell-
Art Scholarship

Fall 2009 Semester Abroad
Spiddal, Ireland

EXPERTISE

UX Architecture

UI Design

Front End Web Development

Digital Merchandising

SEO

Data Analysis

Data Visualization

User Research

A/B Testing

Illustration

Marketing

Nicole Vest

UX/UI DESIGNER

I am a curious, creative, and compassionate digital strategist with a talent for telling moving visual stories and turning messy problems into elegant, intuitive solutions. I have been recognized for my dedication to greatness and my skills in uncovering a client's underlying goals and turning them into successes.

nicolevest.com
nicole.marie.vest@gmail.com
952-994-4965

linkedin.com/in/
nicolemarievest

TECHNICAL SKILLS

Photoshop
Illustrator
HTML5
CSS3
jQuery
Indesign
PHP
Moqups
After Effects
Excel
Premiere Pro
Wordpress
Google Analytics
Google Data Studio

VOLUNTEERING

Jordan Public Schools Feb. 2018 to May 2018

Summit Academy
Business & Marketing Mentor

EXPERIENCE (CONTINUED)

FurnitureDealer.Net - Sept. 2014 to Dec. 2016

Spearheaded the company's rebranding with the rollout of a new website along with new communication graphics, videos and memorabilia.

Simplified the admin user experience for 500+ furniture retail employees by creating intuitive and engaging mobile-first UX designs.

Created an inspirational shopping experience for over 25 million unique yearly consumers by conducting market research and executing responsive digital merchandising strategies.

Maintained top search rankings for websites of 100+ furniture retailers by conducting keyword research, writing relevant copy and coding for SEO.

Visually communicated each retailer's unique story by putting myself in their shoes, asking digging questions, and creating moving and unique home page designs.

Pushed the company towards its vision and fostered teamwork by leading groups of 2-10 people on innovative UX projects and delegating tasks.

Upheld a high standard productivity and morality by efficiently and compassionately training new employees on tool operation, work execution, and company assimilation.

Produced a clear vision of a UX project's goals by conducting user research and developing journey maps and user personas.

Newsletter Designer & Math Tutor - Aug. 2013 to July 2014

Communicated news and events to 175+ AmeriCorps service members in Minnesota via the layout and design of the "Public Spirit" newsletter.

Fine tuned Wordpress designs by learning HTML and CSS3 independently.

Promoted "Public Spirit" with MailChimp e-mail marketing.

Mentored and supported 4th and 5th grade math students by creating and implementing lesson plans.