# NICOLE MCCARTHY
## EXPERIENCE DESIGNER

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## SKILLS

UX/UI Design

Figma

Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, InDesign, Premiere Pro, After Effects, XD)

HTML

CSS

WordPress

Brand Development

Print Design & Production

## EDUCATION

**General Assembly • 2022**
Certificate in User Experience Design

**Boston University Center for Digital Imaging Arts • 2010**
Certificate in Graphic & Web Design

**Bridgewater State University • 2006**
B.A. in Sociology

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I'm a UX, graphic, and web designer dedicated to tackling problems in need of intuitive, empathy-driven solutions. I'm inspired by growth, innovation, and aesthetics. I live for opportunities to use these passions to make a positive impact on the world. My previous experience in graphic design, HTML, and sociology infused with humor make up the foundation for my approach to collaborating on robust experiences.

## WORK EXPERIENCE

**User Experience Design Immersive [November 2021 – June 2022]**
**General Assembly • Remote**

- Gained extensive knowledge and hands-on experience of essential tactics of the design process, including interface design principles, wireframing, prototyping, user research, and usability testing
- **Interaction Lead | Zoom, Optimized:** Collaborated with four other designers to create enhanced educational features for Zoom desktop app.
- **Design Lead | Alexandria.app:** As design lead for this project, I collaborated with my team to conduct user and market research and design a new company website based on our synthesized data and client priorities.

**Senior Designer [November 2017 – Present]**
**Fire Engine RED • Remote**

- Creates marketing-oriented, responsive email messages, online forms, and direct mail pieces for college-bound high school students sent by universities such as Baylor, Northeastern, and Princeton
- Evaluates marketing materials, style guide, and web collateral for optimization and cohesiveness
- Strategizes with clients to understand each institution's individual goals
- Strategizes possible A/B tests to improve engagement and campaign performance

**Designer [November 2011 – August 2016]**
**Vistaprint • Waltham, MA**

- Managed the concept, design, production and delivery of email campaigns for desktop and mobile
- Designed for print, social media, and online display channels and partnered with copywriters to ensure design and copy worked together to achieve goals
- Designed a top-performing "flash sale" email that brought in $543,000 in one day, making it Vistaprint's second-best day in the channel that fiscal year
- Redesigned one of our "business as usual (BAU)" emails, after which the marketing partners saw a 28% lift in the Click Through Rate over the old creative

**Freelance Designer [September 2010 – Present]**
**Various Locations**

- Contributed to brand development to ensure a consistent visual identity across company materials
- Worked closely with the design, strategy, and technology teams to conceptualize and implement design for websites, printed materials, and a variety of digital projects
- Responsible for UX optimization. Implemented content changes for upwards of thirty artists catering to advertising clients and production markets in NYC, LA, and Boston
- Designed and developed websites for best-selling authors Evan Osnos and Kate Andersen Brower

**Lead Graphic & Web Designer [September 2010 – November 2011]**
**Frugal Flower • Hudson, MA**

- Pioneered company rebrand with a new logo, website design, and delivery van wraps
- Carried new look and feel across all digital and printed marketing materials, social media, and signage
- Entrusted with website design and front-end development for Frugal Flower along with its sister companies and affiliate pages