

## NIKKI SCHELL

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### SUMMARY

I'm a UX and Visual Designer with expertise creating user-focused and beautiful brands, apps, and experiences. Tackling problems with a logical and creative approach is a strong suit. 3+ years of experience delivering and enhancing the UX for a variety of client and internal projects in the IT and Federal space, but looking for a new, fast-paced challenge. Results oriented and organized with great collaboration and communication skills.

### SKILLS & CERTIFICATIONS

User Experience (UX) Design	Visual Design	Information Architecture	Adobe Creative Suite (Photoshop,
Prototyping (InVision/Marvel)	Sketch	Persona development	Illustrator, InDesign, Premiere,
Wordpress	User Interface (UI) Design	Usability testing	Lightroom, Dreamweaver, XD)
Coding (HTML5, CSS3, JQuery)	Wireframing (Balsamiq)	Photography / Editing	Videography / Editing

### EXPERIENCE

#### Visual and UX Designer

Oct 2015 – Present

August Schell, Rockville, MD

- Daily: design wireframes, create mock ups in Sketch, develop prototypes, work with clients/stakeholders on their product, communicate with developers, maintain website, and make content changes as needed.
  - Rebranded the company - all new look and feel, new voice, new website, new marketing efforts and strategy.
  - Taught DoD clients why UX is important, won them over with detailed wireframes and well-presented mockups for mobile, tablet, and web based applications.
  - Designed and presented an educational talk called "Innovation: Breaking through the Noise and Understanding Your People" at one of the most important intelligence agencies.
  - Refreshed the company's home-grown CRM, worked with a developer to make it user-friendly, which the company has been able to implement to increase its own sales.

#### Web Designer & Content Producer

Oct 2014 – Oct 2015

Smithsonian Institution, Washington, DC

- Daily: Create mock ups in Moqups and Sketch for the website redesign, develop user flows, do research for the information architecture, provide graphic design and campaign development services, front-end development for maintenance of previous website (4,000 pages, no CMS, all coded in HTML, CSS, and JavaScript).
  - Created the website (backend database and front-end/design) and graphics for a voting campaign to name baby Andean bears, which was visited and voted on by over 7,500 people.
  - Designed and developed the first responsive homepage for the Zoo, allowing for a better mobile experience.
  - Worked on cutting 4,000 website pages down to 400 pages, studied analytics about relevant content, and transformed the information architecture for the new Zoo website.

#### Multimedia Designer & Specialist

Sept 2014 - Present

Nikki Schell Creative, LLC, Remote

- Daily: website design in Wordpress, shooting and editing videos, shooting and editing photographs, sustaining customer relationships, following up on previous client work to give them a great experience working with me.
  - Photographed 40+ couples for their wedding and engagement photo needs.
  - Designed and built responsive websites for multiple national non-profit organizations.
  - Created a farmer's market brand – including their website, written content, logo, look and feel, all photography and videography for their website, email templates, and more.

### EDUCATION

#### Elon University

Master of Arts, July 2013 – May 2015

Interactive Media with a concentration in UX

#### Clemson University

Bachelor of Arts, Aug 2009 – Dec 2012

Communication Studies and Social Sciences