

SUMMARY

I'm a User Experience designer, researcher, and strategist with expertise creating user-focused and beautiful brands, apps, and experiences. Tackling problems with a logical and creative approach is a strong suit. 4+ 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 & TOOLS

Sketch, Adobe Creative Suite, InVision, Balsamiq, Wordpress, Card Sorting, Storytelling, Design Thinking, User Flows, User Testing, Content Development, User Interviews, Persona Development, Mapping

WIREFRAMING & PROTOTYPING	●●●●●	USER RESEARCH	●●●●○
UI/UX DESIGN	●●●●○	USABILITY TESTING	●●●●○
INFORMATION ARCHITECTURE	●●●○	CONTENT STRATEGY	●●●○
MOBILE APP DESIGN	●●●○	BRANDING & IDENTITY	●●●○

EXPERIENCE

- User Experience Strategist** Jan 2019 – Present
 Booz Allen Hamilton, Washington, DC

 - Daily: apply human-centered design thinking to all aspects of user research, collaborate with an agile development team to design wireframes, create high fidelity mock-ups in Sketch, iterate upon designs, create prototypes in InVision, present work to clients, and write/moderate usability tests.
 - Created and moderated a series of usability tests for remote user testing, in-person/lab user testing, across multiple devices.
 - Developed wireframes, designed high-fidelity mock-ups, prototyped, and presented a new e-commerce checkout workflow to update a legacy system, which will be used by thousands of people daily.
 - Conducted research, built personas, and helped a tech team define their product, users, and functionalities using Lean UX methodologies.

- Visual and UX Designer** Oct 2015 – Jan 2019
 August Schell, Rockville, MD

 - Daily: design wireframes, create mock ups in Sketch, develop prototypes in InVision, work with clients/stakeholders on their product, communicate with developers, maintain website, and make content changes as needed.
 - 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.
 - Redesigned 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 Sketch for the website redesign, develop user flows, conduct 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.

Photographer & Design 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 2014

Interactive Media with a concentration in UX

Clemson University

Bachelor of Arts, Aug 2009 – Dec 2012

Communication Studies and Social Sciences

www.nikkischell.com