

Kinkaid Nolen

Charlotte, NC

Portfolio: <https://kinkaidnolen.com/>

SKILLS SUMMARY

- UX Design
- Design Systems
- Adobe Creative Suite
- WordPress
- Figma
- Interaction Designs
- Design Research
- Sketch
- Microsoft Office Suite
- Prototyping

PROFESSIONAL EXPERIENCE

HOME DEPOT - CONTRACTOR

DECEMBER 2024-FEBRUARY 2025

Sr. User Experience Designer

- I drove user-centered design strategies for Pro Xtra, the company's premier B2B loyalty program serving over 14 million professional customers—our most valuable customer segment.
- Led UX discovery & research to identify user pain points and UI inefficiencies within the Pro Xtra Loyalty Account Management System, which centralizes critical account information for Pro customers.
- Defined a North Star vision for a mobile-first experience, enabling store and field associates to better serve Pro customers—driving engagement, retention, and increased adoption of the Pro Xtra program.
- Partnered cross-functionally with product, engineering, and business teams to begin translating research insights into an intuitive UI solution that would enhance usability, efficiency, and customer satisfaction.

UNUM

NOVEMBER 2021-JANUARY 2024

User Experience Designer

- Used storytelling during presentations with departmental leaders and key stakeholders to explain design decisions in order to build interactive websites, engaging landing pages, and additional online resources.
- Optimize user experiences across multiple digital platforms that solidify brand identity and drive user engagement through scalable, accessible, and consistent designs.
- Lead Workday e-mail marketing workshop designs that improved HR management system usage to support large companies, tripling e-mail delivery results while generating new leads.
- Utilized Miro to collaborate with other designers in the ideation and problem-solving phase of our projects.
- Utilized Figma to build a design system and create a component library to streamline the workflow process.
- Improved employee engagement to increase productivity levels by facilitating weekly team meetings, launching interactive design activities, and streamlining workflows.

Web Designer

- Consulted with key clients to innovate and produce accessible website designs that complied with Americans with Disability Act (ADA) & Web Content Accessibility Guidelines (WCAG) requirements.
- Aligned digital and print asset management initiatives with clients' diverse business needs that upheld brand awareness.
- Nurtured relationships with business partners from local offices, including Long Island, NY, and Philadelphia, PA to handle inbound marketing campaigns, develop web designs, drive sales enablement, and improve podcast productivity levels.
- Created visually - stunning website designs and layouts by designing interfaces and navigating website aesthetics.
- Effectively integrated client Customer Relationship Management (CRM) systems by analyzing costs, developing budgets, driving process improvements, and consulting internal and external stakeholders.
- Leveraged user interface expertise to innovate, strategically design, and research visually appealing website designs.

Contract Designer & Frontend Developer

- Served as Designer & Developer for Strut Boutique's e-commerce website by utilizing HTML, CSS, and liquid to manipulate website components. This has enhanced features, improved accessibility, and quicker load times.
- Used Liquid to build responsive webpages that redefined Shopify store experiences for consumers.
- Deployed modernized website design concepts, growing product sales by 50%.
- Utilized Adobe to develop creative visuals, graphics, and animations that produced engaging web designs.
- Designed and built website interfaces to improve interface, navigation, and aesthetics to support clients.
- Coded websites, assessed templates, and tested initial layouts.

EDUCATION

- Bachelor of Science (BS) - Biology, The University of Tennessee at Chattanooga
- Gestalt Psychology & Web Design Coursework, Interactive Design Foundation
- Figma UI UX Advanced, Udemy