

# Kinkaid Nolen II

UX Designer

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*Optimizes user workflows through research.*

**Accomplished UX Designer** optimizing user experiences across websites and apps by leading cross - functional teams, conducting user research, performing user testing, building user - centric designs, developing customized personas, and creating interactive prototypes to drive organizational success. Champions product development initiatives through prioritization, idea generation, systems testing, and stakeholder relations.

## Core Expertise

- |                      |                          |                               |
|----------------------|--------------------------|-------------------------------|
| + Website Design     | + Interaction Designs    | + Visual Graphics             |
| + Product Prototypes | + Research & Development | + Creative Project Management |
| + Wireframes         | + Storytelling           | + Usability Testing           |
| + Coding             | + Consulting             | + Stakeholder Relations       |

## Professional Experience

### UX Designer ▪ Unum

11/2021 - Present

- Actively collaborate with departmental leaders, including Project Manager, Front - End Developers, Subject Matter Experts, and Marketing Strategists, 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 campaign initiatives that improved HR management system performance to support large companies, tripling e - mail delivery results while generating new leads.
- Steered product development processes from initiation to finalization by partnering with clients,
- Applied Figma and Adobe XD to build wireframes, create mock - up designs, and develop prototypes.
- Overhauled Getty Images subscriptions by adding innovative features to enhance user experiences.
- Championed organizational restructuring to improve the marketing department's overall performance by building a new team from the ground up, strategically planning, and delegating tasks.
- Improved employee engagement to increase productivity levels by facilitating weekly team meetings, launching interactive design activities, and streamlining workflows.

### Web Designer ▪ Morey Creative Studios 10/2021

04/2021 -

- 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 & Developer ▪ Kinkaid Designs**  
**11/2021**

**10/2019 -**

- Served as Designer & Developer for Strut Boutique's e-commerce website by utilizing HTML & CSS to creative build website structures with enhanced features, improved accessibility, and quicker load times.
- Applied 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.

**Additional Career Experience**

**Pharmacy Technician, Erlanger Health Systems**

- Promoted patient health and safety by preparing prescriptions and dispensing medication.

**Electronic Apprentice, International Brotherhood of Electrical Workers (BEW)**

- Installed, repaired, troubleshoot, and maintained electrical systems.

**Retail Consultant, Sprint**

- Improved customer service delivery by developing cost - effective business strategies that grew revenue.

**Pharmacy Technician, Walmart**

- Ensured accuracy by inspecting labels and packaging medication.

**Education & Certification**

**Bachelor of Science (BS) - Biology, The University of Tennessee at Chattanooga**

**Gestalt Psychology & Web Design Coursework, Interactive Design Foundation**

**Technology**

HTML, CSS, JavaScript, Bootstrap, WordPress, HubSpot, Liquid, Figma, Workday, Canva, React, Angular, Usertesting.com, Adobe Creative Suite (Creative Cloud, InDesign, Connect, Illustrator, Java, Photoshop) Microsoft Office Suite (Excel, Word, PowerPoint)