Nicole How
UX/UI Designer

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Experience

Freelance UX Designer | Jenn Studio
May 2024 – Current

Define project requirements with stakeholders and manage client relations throughout project lifecycle to ensure efficient delivery and improved project outcomes. Work with design lead in UX/UI designs, stakeholder presentations, and preparing Figma files for efficient developer handoff.

> SFNY: Delivered front-end designs in Webflow and Client First ahead of schedule. Conducted usability testing to identify areas for improvement and worked with engineers to align front- and back-end limitations, improving the sign-up flow and significantly enhanced user experience.

UX/UI Designer | Vibecheck (Startup)
May 2023 – August 2023

Worked with developers and the product group to identify user needs and translate AI features into task flows and product requirements. Created user journeys and storyboards in Figma, and conducted user acceptance testing to optimize the user experience and ensure accessibility. Aligned product features with development goals, enhanced usability that met business objectives.

Graphic Design & Multimedia Assistant | York University
September 2023 – April 2024

Translated creative briefs into user-centered digital and print materials in collaboration with the manager and stakeholders. Managed external printer relations to ensure quality and consistency. Created visually engaging and user-friendly designs that enhanced service promotion, meeting stakeholder requirements and boosting user experience and engagement.

Graphic Design Intern | Open Farm Pet
May 2023 – August 2023

Worked with the creative director to align designs with user goals. Partnered with the E-commerce team to create user-centric digital materials, leveraging research and metrics to boost engagement and retention. Designed and iterated on print and digital assets, including emails via Klaviyo and packaging, enhancing user experience and driving conversions.

Education

Honours Bachelor Of Design | York University
Awarded Entrance Scholarship

Pursued user experience and user interface design courses — with a focus on developing skills in design thinking, user research, interaction design, and design systems. Courses: Interaction Design, Future Systems, Designing for Human Interactions, Prototyping and User Centered Strategies.

Skills

User Research & UAT	Wireframing	Information Design
Human Centered Design	Prototyping	Design Thinking
Design Systems	Task Flows	Visual Design

Tools & Technologies

Figma & Figjam	Webflow [Client First, CMS]	Powerpoint
Adobe Creative Suite [XD, Illustrator, InDesign, Photoshop, Acrobat]	Visual Studio Code	Github
	Basic Front End [HTML, CSS, Javascript]	Notion