

# Nicole How

UX/UI Designer

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## Experience

### Freelance UX Designer | Jenn Studio

May 2024 – Current

Developed the front-end of responsive web designs for clients in Webflow using Client First, in collaboration with an engineer to align front-end designs with back-end and Formstack limitations. As well as conducted user acceptance testing to optimize user experience and support in designing the user interface and design systems on Figma.

### UX/UI Designer | Vibecheck (Startup)

May 2023 – August 2023

Collaborate with developers and operations to identify users and translate AI features to outline task flows and requirements of product features aligned with development goals. Created user journeys and storyboards to develop wireframes on Figma, while conducting user acceptance testing to optimize user experience and meet accessibility standards.

### Graphic Design & Multimedia Assistant | York University

September 2023 – April 2024

Designed brand-consistent print and digital materials for advertising campaigns, including banners, brochures, and engaging social media posts. Collaborated with manager to develop concepts that complied with creative briefs and brand guidelines. Enhanced service promotion efforts through visually engaging multimedia materials.

### Graphic Design Intern | Open Farm Pet

May 2023 – August 2023

Designed print and digital marketing materials, including pitch sheets, weekly emails sent through Klaviyo, and product packaging. Worked closely with E-commerce to design engaging materials to push clicks and retain customers using collected data and metrics.

## Education

### Honours Bachelor Of Design | York University

Awarded Entrance Scholarship

Design principles in both print and digital disciplines, including UX/UI, visual communication, branding, and information design. Pursued user experience and user interface design courses — with a focus on developing skills in design thinking, user research, interaction design, and design systems.

## 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	Miro
	Basic Front End [HTML, CSS, Javascript]	Notion