

# Nicole How

UX/UI Designer

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Toronto, Ontario

## Experience

### Freelance UX Designer | Jenn Studio

May 2024 – Current

- Meet with stakeholders regularly to ensure successful outcomes and **strengthen client relationships**.
- Design responsive screens and seamless user experiences, stakeholder presentations, and prep Figma files for developer handoff, **enhance team efficiency and workflow**.

SFNY: Developed front-end in Webflow and Client First, collaborated with engineer to align with back-end Formstack limitations. Conducted usability testing to enhance sign-up flow, resulted in better user satisfaction and **higher sign-up completion** by reducing friction.

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

May 2023 – August 2023

- Defined user needs through storyboards and translated AI features into task flows, **improved product relevance** across cross-functional teams.
- Developed user journeys and storyboards in Figma, and performed user acceptance testing to enhance usability and **improved accessibility**.

### Graphic Design & Multimedia Assistant | York University

September 2023 – April 2024

- Designed engaging social materials in various formats for 60,000+ academics, **boosted service promotion and social engagement**.
- Managed printer relations to ensure quality and consistency of print material, **reduced errors** and maintaining brand standards.

### Graphic Design Intern | Open Farm Pet

May 2023 – August 2023

- Collaborated with creative director to design packaging and weekly emails, **reduced creative team’s workload** and helped clear backlog.
- Worked with E-commerce and collected metrics to create user-focused digital materials — leading to **increased sales and subscriber retention**.
- Designed and prepared web storefront mockups, **improved product browsing and drove sales** with impactful visuals

## Education

### Honours Bachelor Of Design | York University

Awarded Entrance Scholarship

Majored in UX/UI — 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	Interaction Design	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