

# 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 in Webflow using Client First, in collaboration with an engineer to align front-end designs with back-end and Formstack limitations. Worked with stakeholders to meet requirements and managed client relations throughout the project lifecycle. Conducted usability 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 product group 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

Collaborated with manager and stakeholders to translate creative briefs into user-centered, branded digital and print materials. Managed external printer relations to ensure quality and consistency across all deliverables. Improved service promotion, creating visually engaging, user-friendly designs that met stakeholder requirements and improved user experience and engagement.

### Graphic Design Intern | Open Farm Pet

May 2023 – August 2023

Collaborated with the creative director to meet design requirements, ensuring alignment with user goals. Partnered with the E-commerce team to create user-centric digital materials that boosted engagement and retention, leveraging user research and metrics. Designed and iterated on print and digital assets, including email via Klaviyo and packaging, with a focus on 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	Miro
	Basic Front End [HTML, CSS, Javascript]	Notion