

NICOLE TARTAGLIA

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EDUCATION

2005

BA RUTGERS STATE UNIVERSITY

B.A. with major in Art, concentration in Graphic Design, and a minor in Computer Science.

WORK EXPERIENCE

2005–Present

Senior UI and Visual Designer/Developer, EDMUND OPTICS, Barrington, New Jersey

Create, manage and set the corporate standard for all frontend design on the responsive website, an e-commerce site boasting over 37,000 products and 12 different language sites.

- Primary languages used: XHTML, HTML5, CSS, JavaScript and JQuery
- Design and code interactions within web products, ranging from small feature iterations to larger, complex, greenfield experiences starting with user flows, wireframes and/or mockups
- Work with back-end programmers. Back-end is Razor in .net MVC views. Work in Razor to add in front-end code and/or pass mock-ups to back-end programmers
- Responsible for all responsive code using media queries and Bootstrap
- Collaborating with the print, photography, and video teams for joint projects and to ensure visual quality and consistency is maintained cross platforms
- Communicate and take feedback from engineers to ensure products and product tools are communicated effectively to customer bases
- Landing page and email template creation and code support for Marketo
- Report and present on project timelines, initiative statuses, and workloads
- Applies and monitors understanding of user analytics and KPIs to monitor the product's performance and guide product evolution using Google products
- Performs user research such as observation sessions, A/B user tests, and surveys
- During employment, positions/promotions include: Production Artist (2005–2007);
Graphic Designer (2007–2011); Web Designer (2011–2013);
UI/UX Visual Designer (2013–2018); Sr. UI/UX Visual Designer (2018–)

2002–Present

Owner and Principal (Freelance), LUMINARYINTERACTIVEMEDIA.COM, Philadelphia, PA

Freelance web and print designer. Creative director for all projects. Projects range from websites (using wordpress), posters, identity, outdoor signage, marketing materials, ads, postcards, editing videos and more.

2007–2014

Interactive Director and Board Member, AIGA PHILADELPHIA, Philadelphia, PA

Responsible for advancing design and providing cultural support to all AIGA Philadelphia members. Specific responsibilities include managing the AIGA Philadelphia website, direct the web committee, and provide a voice for the interactive design community by organizing related events and workshops.

APPLICATIONS/COMPUTER LANGUAGES

Adobe CC Photoshop, Illustrator, InDesign, Dreamweaver, Final Cut Pro; AppleScript; HTML5; CSS; Word-press; JQuery; JavaScript; PHP and Razor in .net MVC views.