Wil Nichols

1506 Elm ST
Georgetown, TX 78626
512 . 635 . 3434
desk@wilnichols.com
www.wilnichols.com

Objective To aide in the creation of digital products and identities by offering over seven years' experience in visual, user interface, and product design.

Education The University of Texas at Austin   Fall 2013 - Fall 2016

Bachelor of the Arts in French with Liberal Arts Honors

Current Designer, Zello; Austin, TX   05/15 - Present

Design Consultant, Azul Mobile Inc; Austin, TX   03/15 - Present

Consulting Product and Visual Designer, Austin Free-Net; Austin, TX   04/15 - 05/15

UI, UX, storyboard flow explorations, production, icon iteration/design, for a mobile app wrapper for various AFN services, iPhone and Android.

Visual Designer, Dell; Austin, TX   03/15 - 05/15

Lead Digital Product Designer, The Scrum Group LLC; Austin, TX   08/14 - 01/15

UI, UX, storyboard flow explorations, production, icon iteration/design, and web-app design and front-end engineering for a RougeMark web and native iOS app.

Lead Designer, Azul Mobile LLC; Austin, TX   02/14 - 12/14

UI, UX, full storyboard explorations, production, icon iteration/design, advertising materials, website design, and frontend engineering for merchant and consumer iOS and Android apps.

Product Designer, Pic Pic Boom LLC; London, UK (remote)   05/14 - 08/14

Full mobile app sketches, wireframes, storyboard, UI design, icon iteration/design, website design and frontend.

Designer, InstaWink LLC; Georgetown, TX (remote)   12/13 - 04/14

Web app storyboards, website front-end development and design, identity explorations and design.

Digital Product Designer, Appsumo LLC; Austin, TX   08/13 - 12/13

UI production, icon iteration & design for Failure Games app.

Digital Product and Visual Designer, Appuous Inc; Atlanta, GA (remote)   04/13 - Present

Product & interface explorations, consumer & market research, icon design, web design.

Digital Product and Visual Designer, Pandamonia LLC; New York City, NY (remote)   01/12 - 02/13

UI, icon, website, and front-end design for iOS application Arex.

Visual Designer, Faria Systems Inc; San Francisco, CA (remote)   01/11 - 05/13

UI explorations for ManageBac iOS Student app. Icon design, identity,
and web explorations for ManageBac, InterSIS, and OpenApply services

Visual Designer, § Products LLC; Denver, CO (remote)   09/08 - 12/12

UI, UX, icon design, and visual explorations for various mobile and desktop apps.

Skills   Digital Product Design
User research, rapid prototyping, iteration, creating demo-able device-agnostic prototypes in advanced
HTML, CSS, and JS, at a scale such that practical usage information can be gleaned from content analysis
around small focus groups.

Consulting in early business stages, moderating multiple concept input sources with existing experience in
consumer digital products and the young adult market.

Production Design
Asset scaling and polish for Android and iOS platforms. Fluent in platform standards and able to translate
analogous and custom UI elements from one platform to another, and likewise write visual specification
documents.

Visual Design
Lo-fi and polished sketching, rapid iteration in Photoshop, Sketch, and Illustrator. Icon design and platform
fluency with over seven years' experience.

Personal
Creative and product-minded; I want to ship, and will learn and teach the skills necessary to get the job
done. Versatile, determined, open-minded, self-motivated. I love to find and overcome new challenges.

I am interested in the evolution of the physical and digital interface, and the means by which our modes of
sensory perception interface with life-enriching digital products.

References   Matt Petri   Sriram Vishwanath   Allen Tsai
Dell, Inc. (formerly)   Accordion Health, Inc.   Azul Mobile, Inc.
mattpetri@gmail.com   sriram@trytastebud.com   allenytsai@gmail.com