



# Andrew Nicholas

SENIOR UX DESIGN CONSULTANT

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2348 E Norris St.  
Philadelphia, PA 19125

Andrew has over twenty years of experience in UX design, graphic design, and dev team management in support of company goals in many different industries.

## EXPERIENCE

### BP3 Global

**Senior UX Designer** // Aug 2022 – Current  
Austin, TX // [bp-3.com](http://bp-3.com)

Supporting the company's design practice through client collaboration and consulting on custom enterprise software scoping, design, and implementation.

### Pixel Parlor

**Chief Operating Officer** // Jul 2021 – Jul 2022  
Philadelphia, PA // [pixelparlor.com](http://pixelparlor.com)

Pixel Parlor is an award-winning, B-Corp certified design studio specializing in interactive, print and experiential graphic design.

Studio direction of the 12-person team, management of the web development & design teams, art direction, and client relationships for a variety of print, digital, and UX projects.

**Founder & CEO** // Oct 2011 – Jul 2021  
Philadelphia, PA // [pixelparlor.com](http://pixelparlor.com)

**SELECT CLIENTS:** A24 Films, BalletX, Campbell's, The END Fund, ESF Summer Camps, The Film Arcade, Geneva Global, IFC Films, Kloeckner Metals, Lionsgate Premiere, NKCDC, SCAPE, U3 Advisors, and The Wheeler School.

### Brooklyn Academy of Music

**Senior Interactive Designer** // Feb 2008 – Jul 2011  
Brooklyn, NY // [bam.org](http://bam.org)

Designed and produced digital initiatives (websites, cinema screens, and LED billboard) across the world-renowned performing arts organization, managed the interactive design department, and collaborated with partner arts organizations and vendors.

### J.Crew

**Web Designer** // Jul 2006 – Jan 2008  
New York, NY // [jcrew.com](http://jcrew.com), [madewell.com](http://madewell.com)

Under the direction of Mickey Drexler and Jenna Lyons, our team elevated the J.Crew brand. This included the e-commerce experience and launch of sister brand, Madewell.

### Macy's

**Web Designer** // Oct 2005 – Jun 2006  
New York, NY // [macys.com](http://macys.com), [thisit.com](http://thisit.com)

Focused on an enhanced fashion and entertainment-driven e-commerce experience for both on [macys.com](http://macys.com) and [thisit.com](http://thisit.com). Additionally, helped create illustrative and animated advertising campaigns.

### Sports Endeavors

**Designer** // Sep 2004 – Sep 2005  
Hillsborough, NC // [soccer.com](http://soccer.com), [lacrosse.com](http://lacrosse.com)

Print and apparel design to support retail sales, plus athletic partner advertising (brands included Nike, Puma, Adidas, Nike and Diadora).

## SKILLS

UX Leadership & Best Practices	Project Management
Creative Direction	Team Staffing & Building
Client Engagement	Agile Scrum Methodology

## EDUCATION

### **North Carolina State University**

College of Design // Raleigh, NC  
Bachelor of Graphic Design, cum laude  
Minor in Film Studies

### **Goldman Sachs 10,000 Small Businesses**

Scholar, Cohort 13 // Philadelphia, PA

### **University of Reading (UK)**

Graphic design studio at the Department of Typography

## CERTIFICATIONS

### **Google**

UX Design Professional Certificate

### **Camunda Academy**

BPMN 2.0

## RECOGNITION

- Philadelphia 100 Honoree (2018)
- B Labs: B-Corp Best for the World Honoree (2017, 2018, 2019)
- *Graphic Design USA Magazine*: Web Design & Graphic Design winner, various projects (2014-2021)