

## Contact

219.616.4762  
nicholebaiel.com  
Chicago, IL

## Creative

UI / UX Design  
Print Design  
Design Systems  
Copywriting  
Illustration

## Technical

HTML  
CSS / Sass  
JavaScript  
NPM  
Nunjucks / Liquid

## Strategy

Agile & Waterfall  
Atomic Design  
SDLC  
Design Thinking  
UX Research

## Software & Tech

Axure, Figma, Adobe XD  
Adobe Ai & Ps  
VS, VS Code  
Git, Github  
Atlassian Suite

# Nichole Baiel

I am a UI/UX designer, front-end developer and copywriter who approaches every design challenge with tenacity, simplicity, and a whole lot of heart.

## Experience

### UI/UX Designer & Illustrator

Freelance • Feb 2022 – Present

Created vector illustrations and iconography  
Designed, developed and deployed Jamstack websites

### UI/UX Designer

Medtelligent Inc. • Oct 2014 – Feb 2022

Facilitated UX product research and user testing  
Created rapid hi- and lo-fi prototypes for high-impact features  
Defined and documented app design patterns  
Designed, developed, and maintained custom UI component library  
Lead implementation of front-end markup and styles

### UI Developer

Adage Technologies • Mar 2011 – May 2014

Facilitated client research, requirements gathering, and user testing  
Created app process diagrams from client organizational workflows  
Designed wireframes, hi- and lo-fi prototypes, and graphical assets  
Implemented front-end code on top of various .NET CMSs

### Designer & Front-End Developer

Freelance • Feb 2010 – Mar 2011

Created brand identity concepts, assets and guidelines  
Designed business websites, blogs, and e-commerce storefronts  
Provided front-end services and support for regional designers