

Contact

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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

- Produced digital illustrations and custom iconography
- Designed, developed, and deployed Jamstack websites
- UI design planning and collaboration with regional designers

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