

MORGAN R. NIMMONS

WEB & UX/UI DESIGNER

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morgannimmons.com

EXPERIENCE

Web Developer @ Lynn University

Boca Raton, FL | October 2017 - Present

- Collaborate with the UX/UI team and Creative Director to research and develop visual and functional site design to ensure quality, user-centered experience, design layouts, graphics, and multimedia.
- Research and develop user needs and provide data-driven recommendations based on business and stakeholder requirements; help to build consensus for design solutions.
- Code, test and manage templates with HTML, CSS, JavaScript, jQuery, and Twig.
- Currently enrolled in UX Design course to enhance skills, including user research and findings, creating user flows, personas, journey maps, and functional prototypes.

Web & UX/UI Designer @ The Write Brand

Freelance | October 2016 - Present

- Produce storyboards, mockups, sitemaps, and wireframes with Sketch, Figma, Adobe Photoshop and Adobe Illustrator for web and mobile applications.
- Advise clients on website objectives, target audience identification, and formulation of a brand identity.
- Create brand identities, including logos, color palettes, fonts, icons, buttons.
- Design and developed brand guidelines and social media marketing collateral.
- Develop flexible and secure websites using Squarespace, WordPress and custom CSS.

Marketing Coordinator @ Fisher Technology

Boca Raton, FL | October 2016 - Present

- Coordinated marketing efforts for software development company targeting B2B/B2C businesses and reseller partners.
- Developed user personas and user journeys; created workflows in HubSpot CMS for personalized targeting.
- Managed social media content and distribution in line with user personas. Managed external social media vendors, advising on content production and approving distribution.
- Developed Inbound Marketing strategies including the creation of eBooks/guides, landing pages, technical documentation, promotional and marketing materials, and blog writing on integration and automation software.

SKILLS

UX/UI

Hi/Low fidelity wireframing
user research, familiarity
with design sprints, user
journey user flows,
personas/user stories,
visual design, design
systems, Sketch 3, Figma,
Adobe Creative Suite

Front-End Development

HTML, CSS/Sass, JavaScript,
jQuery, Bootstrap, Git,
GitHub, responsive web
design, SQL, Adobe
Dreamweaver, WordPress

EDUCATION

Associate of Science, Graphic Design/Web Design

Palm Beach State College, 2016

Bachelor of Arts, Communication Studies

Florida Atlantic University, 2015

Full Stack Web Development

Flatiron School, 2018

** Currently enrolled in UX
Design coursework through
Springboard*

AWARDS

Palm Beach Tech Hackathon (2nd Place) / 2018

Participated in Hackathon as
UX/UI Designer and Front-End
Developer, placing 2nd out
of 16 teams.