Nan Copeland

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EXPERIENCE

Interaction Designer, Slate Magazine
Brooklyn, N.Y. • May 2018 - Present

- Led redesign of Slate's podcast pages resulting in podcast-specific layouts that encourage users to discover more Slate podcasts
- Conducted extensive user testing on Slate's iOS app where we decided we should focus on navigation clarity and a more streamlined Slate Plus experience in the app redesign
- Led UI and UX of Supporting Cast, Slate's internal podcast membership service: designed a post-signup flow that saw over 90% conversion, oversaw implementation of accessibility compliance and maintained SCSS and HTML for both public and admin sites.
- Works with editorial and copy teams to create reusable CMS components that meet their needs and are easily maintained by the dev team

Front-End Designer, Industry Dive
Washington, D.C. • August 2015 - May 2018

- Led design for Social Media Today (SMT) website launch: interviewed users to develop a cleaner and less-confusing login process, implemented front-end of login process and restructured SCSS to account for new SMT branding
- Cleaned up and restructured SCSS using SMACSS logic resulting in smaller CSS file sizes and easy-to-maintain code
- Redesigned publication sites: moved sites over to responsive grid, created native ad spots and improved overall UX/UI

Editorial Design Intern, Industry Dive
Washington, D.C. • Summer 2015

- Revamped evergreen editorial content with data visualizations
- Created "Internships" landing page for HR to market the internship program

EDUCATION

University of North Carolina at Chapel Hill
B.A. Journalism, visual communication 2015

General Assembly
User Experience Design, 2017

TOOLS

HTML/SCSS

Sketch & Invision

User Testing

Illustrator, Photoshop & InDesign

basic JavaScript

GitHub

Content management systems