Nan Copeland

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EXPERIENCE

Digital & Front-End Designer, Industry Dive
Washington, D.C.   August 2015 - Present

- 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
- Converted design team over to Sketch for faster prototyping
- Created, tested and managed custom email projects from concept to execution
- Day-to-day included front-end bug fixes, browser testing, Confluence documentation, editorial article enhancements and code optimization

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

Design Assistant, Carolina Union
Chapel Hill, N.C.   May 2014 - May 2015

- Designed logos, posters and other marketing materials for groups and organizations on campus

EDUCATION

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

General Assembly
User Experience Design, 2017

TOOLS

HTML/SCSS
Sketch & Invision
Illustrator, Photoshop & InDesign
JQuery & Foundation
basic JavaScript
GitHub
JIRA/Confluence
Jekyll & GitHub Pages