

Nan Copeland

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EXPERIENCE

Digital & Front-End Designer | Industry Dive

August 2015 - Present

- Conducted user research on the editorial CMS for a future redesign
- Ran A/B tests on designs using Mixpanel and VWO
- Design lead for Social Media Today website launch
- Redesigned publication sites: moved site over to responsive grid, increased sites' load times and improved overall UX/UI
- Worked with tech, editorial, content marketing and audience development teams on both graphic design and front-end projects

Editorial Design Intern | Industry Dive

Summer 2015

- Created data visualizations for editorial team
- Designed and developed "Internships" landing page for prospective candidates with other summer 2015 interns

Design Assistant | Carolina Union

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, concentration in visual communication, 2015

General Assembly

User Experience Design, 2017

TOOLS

HTML/SCSS

Sketch & Invision

JQuery & Foundation

Illustrator/Photoshop/InDesign

GitHub

basic JavaScript and Django