

# Nicole Bermeo

## UI/UX Designer

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### Experience

#### UX Designer - Tech Fleet

Jun 2024 - Present

- Created 10+ wireframes and mockups in Figma, using analytics and research to inform decisions for an intuitive members-only portal.
- Successfully pitched designs in a meeting to developers so they'd know what's feasible and not having to re-do down the line; submitted developer-ready designs that reduced compliance red tape by 80%.
- Collaborated on FigJam with 10+ designers to efficiently brainstorm and save developers time while proposing accessibility-compliant solutions.
- Reviewed 10+ design case studies to assess what would work best for UX; increased user retention across platforms by an additional 30%.

#### UX Designer - Baddies in Tech

Jan 2024 - Sept 2024

- Led Figma wireframing and mockup for a hackathon conference for women in tech and supporters, attracting attendance to 600+ attendees.
- Designed a website for a tech conference that sold out of all tickets, with over 600 attendees and 80 presenters.
- Gave a vibrant, interactive website to the client, resulting in 75% more user engagement.
- Researched 10+ contemporary UX designs to identify padding and margin best practices to reduce redundancies in the project timeline.
- Worked with developers to modify designs for practicality, increasing execution efficiency by 5x.
- Met or surpassed every project deadline by 100% on two separate design endeavors, continuing with a sustained UX score afterward.

#### Web Developer - StreetWaves

Mar 2023 - Apr 2023

- Transformed a provided Figma file into a fully functional Wix website, improving user experience and cutting user drop-off rates by 50%.
- Implemented communication methods to ensure deadline turnover by hosting biweekly Zoom calls with the project's founder.
- Performed clarity interviews with the project's founder, which increased project awareness by 20% and stakeholder satisfaction that aided in timely project turnover.

### Tools

- |               |          |           |                |
|---------------|----------|-----------|----------------|
| • Figma       | • Notion | • Miro    | • Wix          |
| • Adobe Suite | • Canva  | • Webflow | • Google Suite |

### Skills

- |                               |                          |
|-------------------------------|--------------------------|
| • Responsive Design           | • Interaction Design     |
| • Agile Methodologies         | • User Feedback Analysis |
| • User Testing                | • Basic HTML and CSS     |
| • Wireframing and Prototyping | • Spanish (Fluent)       |

## Education

**Google UX Design Certification** - Coursera

Sept 2023

Demonstrated excellence in hands-on training courses in User Experience (UX), User Experience Design (UXD), User Interaction Design (IxD), Prototyping, User Research, and Information Architecture.