

# Nicolás Demianiw

## UX / UI Designer & Developer

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I strive to build interfaces that work well, look nice, and are loved by users. I do this by bridging between design and implementation, understanding and translating the needs and requirements of both teams, coding interfaces, and cross-browser testing.

Bachelor's degree in Graphic Design, with 5+ years of experience in UX / UI design, responsible for the user experience of large and complex platforms handling graphics, tables, and large volumes of data. Familiar with all five phases of the development process.

## EXPERIENCE

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### FREELANCE Remote

#### UX / UI Designer & Developer

March 2019 - Now

- Design and build websites and UIs by creating a strong identity, helping clients reach their audiences and increasing brand awareness.

### READYTECH Nieuwegein, The Netherlands

International company which offers training solutions, including virtual labs and virtual classrooms, to +7,500 instructors worldwide.

#### UX / UI Designer

March 2018 - March 2019 // March 2020 - March 2022

- Created a calendar feature, allowing administrators to find and fill in the gaps in their training schedules, achieving a more efficient use of resources.
- Redesigned the Virtual Classroom's UI by simplifying user flows, reorganising sections and elements, producing a lighter, simpler and more modern interface that improved user experience.
- Conceived a fresh new 150+ icon set, sharpening the UI and creating a friendlier look and feel which resonated with our target audience.
- Took a proactive role in identifying and solving consistency issues across 3 different products, as well as proposing improvements, achieving a more unified experience that transformed outdated interfaces into nicer and more modern ones.

### GAP YEAR

April 2017

*I stepped out of my comfort zone and I fulfilled my life-long dream of traveling through Asia for six months.*

### WORMHOLE Buenos Aires, Argentina

SaaS company which provides a simple and powerful Learning Management System to +1,500 customers in +10 countries.

#### UX / UI Designer

January 2016 - April 2017

- Designed and implemented, with HTML and CSS (LESS), two of my largest projects: a video-chat functionality and a mobile-friendly version of the campus platform, collaborating closely with 2 developers to ensure a UI bug-free experience, enhancing the training and learning experience of thousands of users across South America.

#### Graphic Designer / Web Designer

January 2015 - January 2016

- Set up, maintained and expanded Wormhole's visual design system for offline and online communications, producing a strong and unique brand experience that was particularly loved by the sales team when needing merchandising.
- Designed, maintained and updated the company's website and newsletter to communicate exciting new features.
- Established, alongside a SEO/SEM specialist, a constant workflow of A / B testing for case-specific ads and their respective landing pages, bringing a steady increase of lead generation for the following six months.
- Conceptualized and created ads and illustrations, increasing the company's social media presence.

## EDUCATION

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Advanced CSS and SASS (Udemy, 2020)

Modern JavaScript (Udemy, 2019)

Bachelor's in Graphic Design (University of Buenos Aires, 2007 - 2015)

## LANGUAGES / TOOLS / SOFTWARE / INTERESTS

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- HTML (Semantics, SEO, Accessibility), CSS (BEM), SASS & LESS, JavaScript (ES6+).
- Bootstrap, Wordpress, Git & Github, command line, npm.
- Adobe Creative Suite, Affinity Software, Figma, InVision.
- English (fluent), Dutch (A2, currently learning), Spanish (native), Portuguese (fluent).
- I love cooking, and bake my own pizza and bread. I practice mindfulness meditation and subscribe to more newsletters than I should.