Nicole N. Doan
PRODUCT DESIGNER

nicolendoan.com
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Los Angeles, CA

Experience

PRODUCT DESIGNER
(FREELANCE) | JUL 2018 - PRESENT

Own the research and/or design of products end-to-end, proactively communicating, educating, and defending strategy and design decisions to stakeholders.

Evaluate and validate solutions according to clients' business via tools such as A/B testing, usability studies, and data analysis.

Responsible for communicating design solutions to client via deliverables including, but not limited to, site maps, user flows, wireframes, and PowerPoint presentations.

Notable clients include **Toyota North America**, **LADOT**, **LA Homeless Initiative**, **Grid110**, **Lemonlight**

UX/UI DESIGNER - DESIGN LEAD
HACK FOR LA | JUL 2018 - PRESENT

Lead end-to-end research and design process. Responsible for creating wireframes, journey maps, digital assets, and PowerPoint presentations for stakeholder meetings.

Provide mentorship, advocacy, and guidance to junior designers and cross-functional team members.

ASSOCIATE EDITOR & DESIGNER
CONFREAKS & GEEKS LLC | OCT 2017 - PRESENT

Responsible for both visual and written content creation including articles, interviews, social media, and other digital assets for over 10,000 subscribers.

Education

User Experience Design Immersive / Certificate
General Assembly, Downtown Los Angeles (2018)

Anthropology / Bachelor of Arts
University of California, Los Angeles (2016)

Social & Behavioral Studies / Associate of Arts
Pasadena City College (2013)

Skills

SKETCH • FIGMA • **ADOBE CREATIVE SUITE** • USER RESEARCH • **ETHNOGRAPHY** • INTERACTION DESIGN • **INFORMATION ARCHITECTURE** • COMPETITIVE ANALYSIS • **RAPID PROTOTYPING** • A/B TESTING • **USABILITY TESTING** • DATA ANALYSIS • **HTML** • **CSS** • **AGILE FRAMEWORK** • **GITHUB**