Nicole N. Doan

UX/UI DESIGNER | RESEARCHER
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I am a UX Designer who has spent the last 7 years working in various capacities in research and writing. My background working in the legal industry provides me with the experience of working in a fast-paced environment, while my practical understanding of front-end development allows me to operate concurrently with developers in agile or lean frameworks to effectively execute design sprints.

Skills

UX Skills:
A/B Testing, Ethnographic/User Research, C&C Analysis, Card Sorting, Contextual Inquiry, E-Commerce, Heuristic Evaluation, Information Architecture, Journey Mapping, Personas, SWOT Analysis, User Scenarios, Wireframes

UI Skills:
Branding, Logo/Icon Design, Modular Design, Prototyping, Sketching, User-Centered Design, Web & Mobile Design (Adaptive & Responsive Web)

Tools:
Adobe CC (XD, Illustrator, PhotoShop), Figma, Invision, Jira, Marvel, MS Office, Shopify, Sketch, Zeplin

Professional Experience

(Freelance)   **Dec. 2018 – Present**
UX/UI Designer | Researcher
Work with a variety of clients and their teams to conduct research, validate, and develop all design elements, ranging from product to interface.
- Responsible for design, wireframes, prototyping, documentation, and iteration.
- Constant collaboration with stakeholders and developers to ensure that goals are met with quality.

ConFreaks & Geeks   **Oct. 2017 – Present**
Associate Editor | Interviewer | Community Manager | UX/UI Designer
ConFreaks & Geeks is a digital and gaming media company that provides coverage of conventions spanning the western United States, in-depth reviews, and community engagement.
- Author op-ed pieces, video game reviews, and features for 9,000 unique subscribers.
- Research and prepare for interviews with community icons and award-winning cosplayers.
- Researched and designed scalable content management system for web and mobile sites.

Distillery   **Oct. 2018 – Nov. 2018**
UX Designer
Distillery is a full-service software development company recognized for their work in large-scale enterprises as well as mobile applications spanning areas such as finance, lifestyle, and gaming.
- Conducted C&C analyses with competitors as well as businesses utilizing similar software.

- Prepared and led user interviews during 1-week user research sprint.
- Conducted open card sorts to inform information architecture and hierarchy.
- Created PowerPoint presentations for weekly check-ins with client.
- Created a product site map and 3 user flows identifying the needs of each different user type.
- Created mid-fidelity wireframes to present to client and to assist UI designer with the creation of a style sheet.

Jobs for Hope (a *Hack for LA* project)   **Jul. 2018 – Nov. 2018**
UX/UI Designer | Researcher
'Jobs for Hope' is an open source civic project working to streamline the usability and search experience of skilled individuals seeking jobs through the Los Angeles County Homeless Initiative.
- Worked alongside developers to determine build limitations and execution strategies in preparation for 2-week design sprint.
- Conducted usability tests of current site to identify user pain points when searching for a job as a 'Manager' and synthesizing test results with other UX researchers to inform feature prioritization.
- Created a high-fidelity wireframe and prototype to be presented to a director of the Los Angeles County Homeless Initiative to receive clearance to move forward with the project and development.
- Conducted a design studio to design a hexagonal badge/sticker to represent the Jobs for Hope project in the 2018 National Day of Civic Hacking.

Grid110   **Aug. 2018 – Sep. 2018**
UX Designer | Researcher
Grid110 is an economic and community-development accelerator program partnered with the Los Angeles Mayor's Office.
- Conducted C&C Analyses of existing database software and social platforms.
- Conducted user surveys to capture users who were unable to participate in user interviews.
- Conducted user interviews of Grid110 users over a 3-day research sprint.
- Synthesized response data to create a feature prioritization, user personas, and user flows.
- Created a paper prototype to conduct usability tests to validate initial assumptions.
- Created a high-fidelity prototype to showcase a web-based user interface.

Education

General Assembly, Downtown Los Angeles   **Jun. 2018 – Aug. 2018**
Certificate of Completion in UX Design, Research, Strategy

University of California, Los Angeles   **Sep. 2013 – Jun. 2016**
Bachelor of Arts in Anthropology, Specialization in Sociocultural Studies

Pasadena City College   **Jun. 2007 – Jun. 2013**
Associate of Arts in Social Sciences, Specialization in Anthropology
Associate of Sciences in Paralegal Studies, Specialization in Legal Research (Certified)