

NICK HYL A

FRONT END DESIGNER

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EXPERIENCE

BARISTA / CUSTOMER SERVICE

ARRIVADOLCE | OCTOBER 2020 - PRESENT

Helped the business transition into online orders and curbside pickup.

- Gave recommendations on how to improve their website.
- Altered and added items to the point of sale system.
- Identified low income hours, and adjusted the schedule.

LABEL DEVELOPMENT COORDINATOR

YOUNG INNOVATIONS | JANUARY 2020 - APRIL 2020

Helped manage and lead a small team to update existing packaging and re-brand new acquisitions.

- Project manager / sprint coordinator for the labeling team.
- Mentored new team members on design and software.
- Converted outdated design files to industry standard software (Adobe InDesign, Illustrator, and Photoshop).
- Created design templates to streamline new and existing design processes.

GRAPHIC DESIGNER

IOWA STATE UNIVERSITY | OCTOBER 2018 - MAY 2019

Worked as a brand adviser and web designer for an entrepreneurship incubator.

- Worked with clients on brand development and Internet / social media presence.
- Designed and developed websites and landing pages.
- Documented maintenance requirements for clients leaving the incubator.
- Defined priorities and deadlines while working for multiple clients.

CO-FOUNDER OF CNB GAMES

CYSTARTERS BUSINESS ACCELERATOR | SUMMER 2018

A series of 10 one week sprints lead by top industry professionals, focused on market / user research, product development, brand building, and sales.

- Brand building through competitive brand analysis and demographic analysis.
- Conducted focus groups and product validation interviews.
- Designed and maintained an e-commerce website.

TOOLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
InVision
Figma
Abstract
WordPress
Squarespace

SKILLS

Web Design
Wire framing
Prototyping
Brand analysis
Competitive Market Research
User interviews
Focus Groups
JS / HTML / CSS
Sketching

EDUCATION

IOWA STATE UNIVERSITY

Bachelors of Industrial Design
Minor in Advertising
Spring 2019, Ames IA