

# NICOLE TALLON

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## EXPERTISE

User Research  
Usability Testing  
UI Style Guides  
Responsive Web Design

## SKILLS

### + Design

User Experience Design  
Sitemaps, IA  
Mockups + Prototypes  
Style guides  
Wireframes - Low, Mid,  
and High Fidelity  
Audio/Video Production

### + Technical

Sketch  
Figma  
Zeplin  
InVision  
Adobe CS  
Google Analytics

## EDUCATION

### UI Design Program

Career Foundry, 2021

### Visual Design

General Assembly, 2017

### Bachelor of Music, Saxophone Performance

University of Maryland, College  
Park, 2011

## EXPERIENCE

Nov 2016 — Current  
San Francisco

### UI/UX Design Manager

SFFILM (Formerly SF Film Society)

- + Led a strategic redesign of SFFILM's main website, festival website, and OTT streaming platform based on user research, increasing annual traffic by 26%
- + Redesigned the film browsing and checkout flow, increasing the mobile conversion rate from 2% to 9%
- + Produced in-depth report of audiences, evaluating user experience and audience demographics

Fall 2019  
San Francisco

### Lead Designer, Website Redesign

San Francisco Silent Film Festival

Summer 2018  
San Francisco

### Digital Marketing Instructional Associate

General Assembly

Nov 2015 — Nov 2016  
San Francisco

### Marketing Coordinator

SF-Marin Food Bank

- + Established cross-functional content marketing team and crafted multi-channel content marketing strategy
- + Establish and executed social marketing strategy, increasing overall social engagement rate by 50%

Sep 2013 — Nov 2015  
Sacramento, CA

### Marketing + Communications Associate

Volunteers of America

- + Lead the redesign of the organizational website from a static site to an interactive, mobile-friendly website
- + Produced video content in support of VOA's mission

Aug 2011 — Dec 2012  
East Lansing, MI

### Recording Engineer

Michigan State University, College of Music