

# Nicholos Palmer

WEB CONTENT SPECIALIST | UX DESIGNER | WEB DESIGNER

## EXPERIENCE

**Student,** 12/2024- 02/2025

BrainStation, New York, NY.

- Led a UX case study project applying design thinking and problem-solving frameworks to create user flows, wireframes, and interactive prototypes that addressed specific user needs.
- Conducted user interviews and usability tests to gather insights, uncover pain points, and validate design decisions

**Web Coordinator,** 10/2021 - 10/2024

Carnegie Endowment for International Peace, Washington, DC

- Integrated long-form content and visual assets into the organization’s CMS using HTML/CSS and UX best practices, contributing to a **4% year-over-year increase in digital readership through improved content structure and user engagement.**
- Spearheaded and optimized email campaigns with user-centric design, driving a **3% quarter-over-quarter increase in click-through rates in Q1 2024.**
- Executed A/B testing on subject lines and email layouts to refine messaging strategies and boost open and conversion rates.
- Developed and maintained landing pages for campaigns and thought leadership content, increasing average time-on-page by 18%.
- Managed campaign schedules and project workflows, clearly communicating progress to clients, developers, and project leads to keep timelines on track.
- Provided front-line technical support for content management systems and email marketing platforms, identifying and resolving user complaints and web application issues.
- Delivered timely troubleshooting and technical assistance through channels such as Slack, email, and phone, helping internal teams resolve issues.
- Contributed to user onboarding and internal training efforts by creating clear, user-friendly technical documentation and support resources.

**Web Steward and Administrative Assistant,** 08/2019 - 0/2021

Town Government of Chapel Hill, Chapel Hill, NC

- Spearheaded a comprehensive webpage redesign, enhancing navigation, **which led to a 30% reduction in inbound customer calls and a significant increase in public sessions on website**, indicating improved content usability.
- Played a pivotal role in the development of new content strategies, conducted thorough content audits in adherence to Federal Plain Language Guidelines, and employed Information Architecture principles to guide usability.
- Collaborated with cross-functional teams, including Product Managers, Developers, Customer Experience, and Stakeholders to review digital designs.

**Legislative Intern,** 01/2019 - 05/2019

North Carolina General Assembly, Raleigh, NC

- Conducted in-depth research and synthesized legislative information into concise reports, supporting informed decision-making.
- Streamlined administrative workflows and improved constituent communications, reflecting a user-centered approach to process efficiency.

**Member Services Intern,** 03/2018 - 06/2018

Central Pines Regional Council, Durham NC

- Built and tested email campaigns in Constant Contact and created surveys using SurveyMonkey, reflecting an understanding of user engagement, A/B testing, and feedback.
- Utilized digital forms (Wufoo, MS Forms, Cognito) to collect user input, supporting data-driven decision-making and user research.

## CONTACT

704-414-0302

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Freeport, NY

## PORTFOLIO

[www.nicholospalmer.com](http://www.nicholospalmer.com)

## SKILLS/TOOLKIT

Figma  
Adobe Creative Cloud  
HTML/CSS/JS/Bootstrap5  
Project Management  
Calendar Coordination  
Monday.com  
Marketo/MailChimp  
Responsive Design  
Usability Heuristics  
userinterviews.com  
Interface Design  
Customer Needs Assessment  
Data Validation  
Internal Communications  
Mobile App Development  
Landing Page Optimization  
Mockups and Prototypes  
Usability Testing  
Integrating User Feedback

## EDUCATION

**Certificate, UX Design**

BrainStation, 12/2024 – 02/2025

**Professional Course, Usability**

Northeastern University,

09/2024 – 12/2024

**Cont. Education,  
Web Development I**

Wake Tech Community College

**Bachelor of Arts, Political Science**

U. of North Carolina, Pembroke

08/2012 – 05/2016