NICHOLOS PALMER

nicholospalmer@gmail.com | 704-414-0302 | New York, NY | portfolio

SKILLS

Adobe Creative Cloud • HTML/CSS • JavaScript • Figma • Wireframing • Empathy Maps • Content Design • Marketo • Monday.com • Email Marketing • Content Management Systems • SEO • Project Management • Collaboration • Mobile-first Design • Design Thinking • Research Methods •

EXPERIENCE

Web Coordinator
Carnegie Endowment for International Peace | Washington DC   Oct 2021 – Oct 2024

- Improved user experience by using usability principles to optimize call-to-action (CTA) campaigns and email designs, resulting in significant achievement such as a 20% increase in attendance at Carnegie's 2022 Nuclear Policy Conference.

- Optimized websites and build email marketing campaigns using HTML and CSS, achieving measured success such as a 24% increase in digital readership and engagement in 2023.

- Achieved 3% increase in email click-through rates in Q1-2024 relative to Q4-2023 after analyzing web and email metrics regularly and then implementing email list management optimization strategies.

- Leverage templates to create email design mockups and work with Creative teams to communicate design strategies.

- Collaborated daily with internal Marketing teams and other stakeholders to verify accurate grammar and information and to ensure alignment of brand identity.

- Measured and reported on effectiveness of campaign: QA, build A/B tests and apply performance insights to refine engagement strategies and audience segmentation.

- Communicate novel ideas and share data insights with cross-functional teams such as design, outreach and web teams to pressure test ideas, promote efficiency, incorporate feedback and iterate existing experiences.

Office Assistant & Web Steward
Town of Chapel Hill | Chapel Hill, NC   Aug 2019 – Oct 2021

- Led a webpage redesign to improve navigation and user experience, reducing inbound customer calls by 30% and increasing time-on-site.
- Supported the development of a new content structure, executed content audits against Federal Plain Language Guidelines, and engaged in web writing using Information Architecture principles as a guide.

PROJECTS

Redesign of PackLane.com package design editor

- Identify customer pain points relating to usability of the online editor environment and research customer segments impacted by usability improvements.
- Develop and ideate proto personas and empathy maps.
- Conduct closed card sorting sessions in person and using Optimal Workshop UX Research tool.
- Using Figma,Visily and Wireframe.cc to build wireframes and user journey maps describing updated design features.
- Document discoveries for each phase of the redesign.

EDUCATION

Northeastern University | Graduate Certificate/MA | Usability -Digital Media   **Aug 2024-Current**
Wake Technical Community College | Certificate | Web Development   **Mar 2020 – Aug 2020**
University of North Carolina at Pembroke | Bachelor of Arts | Political Science   **Aug 2012 – May 2016**