

# NICHOLOS PALMER

nicholospalmer@gmail.com | 704-414-0302 | New York, NY | [portfolio](#)

## SKILLS

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

## EXPERIENCE

### Web Coordinator

Carnegie Endowment for International Peace | Washington DC | Full Time

Oct 2021 – Oct 2024

- Improved user experience by implementing 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, CSS and basic JavaScript, 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.
- Collaborated with design team to ideate and brainstorm on sketches and mockups of email designs.
- Provided extensible tools for the marketing team by implementing Splash event management integration within Adobe Marketo.
- Closely collaborated with marketing, web development and design teams to ideate, communicate concepts, navigate ambiguity, and improve systems and workflows.
- Measured and reported on effectiveness of campaign: QA, build A/B tests and apply performance insights to refine engagement strategies and audience segmentation.
- Evaluated new and emerging email technologies and communicated novel ideas with cross-functional teams such as design, outreach and web teams to pressure test ideas, promote efficiency, and incorporate feedback.

### Office Assistant & Web Steward

Town of Chapel Hill | Chapel Hill, NC | Full Time

Aug 2019 – Oct 2021

- Led a webpage redesign to improve navigation and user experience, delivering excellent experiences as evidenced by the reduction of inbound customer calls by 30% and increasing time-on-site.
- Presented biweekly status updates to content design and web steward teams.
- 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

- Research and identify customer pain points relating to usability of the PackLane online editor.
- Develop and ideate proto personas, empathy maps, and user flows.
- Conduct closed card sorting sessions in person and using Optimal Workshop UX Research tool.
- Using Figma, Visily and Wireframe.cc to build compelling lo-, medium-, and hi-fidelity wireframes and user journey maps, creatively describing design features.

## 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