NICHOLOS PALMER

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EXPERIENCE

- **BrainStation**
  New York, NY • **Student** • Dec 2024 – Feb 2024

  Learned to architect user journeys to empower users to make informed decisions.

  Built on foundational knowledge of web standards (W3C), accessibility (WCAG) and compliant UI design.

  Carried out user research activities such as card sorting and user interviews

- **Carnegie Endowment for International Peace**
  Washington DC • **Web Coordinator** • Oct 2021 – Oct 2024

  Built partnerships within the communications team of designers, developers and marketers.

  Contributed to the growth of the organization's email marketing practice, including developing strategy, guidelines, design operations and processes that helped to improve overall content strategy.

  Improved email conversion rates by implementing usability principles to optimize call- to- action campaigns **resulting in key success such as a 3% enhancement in email click-through rates in Q1-2024 compared to previous quarter.**

  Optimized web copy using HTML, CSS and content design principles while adhering to brand strategy and brand guidelines, **achieving measured success such as a 24% increase in digital readership year over year.**

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

  Volunteered on the Town's website redesign team and led the HR department's webpage redesign process, improving navigation and content clarity: resulting in a 30% drop in inbound calls and a noticeable increase in public engagement.

  Played a pivotal role in the development of a new content structure, conducted thorough content audits in adherence to Federal Plain Language Guidelines, and employed Information Architecture principles to guide web writing, contributing to a cohesive digital content strategy.

  Handled office administration and recruiting efforts of the HR department.

EDUCATION

Certificate | User Experience Design
BrainStation • Dec 2024 – Feb 2025

Professional Course | Usability
Northeastern University • Sep 2024 – Dec 2024

Certificate | Web Development I
Wake Tech Community College • Mar 2020 – Aug 2020

BA | Political Science
University of North Carolina at Pembroke • Sep 2012 – Jun 2016

PAST PROJECTS

Redesign of PackLane.com design editor • Sep 2024
Northeastern University | Professional Course | Usability

Researched and identified customer pain points relating to usability of the PackLane online editor.

Developed personas, empathy maps, and user flows.

Conducted closed card sorting sessions in person and using Optimal Workshop UX Research tool.

Used Figma, and Wireframe.cc to build compelling lo- and hi-fidelity wireframes and user journey maps, creatively describing design features.

Conducted moderated, scenario-based usability tests with users

SKILLS

Adobe Creative Cloud / HTML & CSS / Webflow / basic JavaScript Bootstrap / Figma / Wireframing / Prototyping / Empathy Maps / UI Style Guides / Marketo / Monday.com / Email Marketing / Content Management Systems / Google Analytics / SEO / Project Management / Notion / Collaboration / Customer Service / Mobile-first Design / Design Thinking / Card Sort userinterviews.com / Moderated Usability Testing / Gen AI tools