

Nicholos Palmer

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SUMMARY

Experienced web support specialist and junior UX designer with 5 years of expertise in website and CMS technical support, user experience optimization, and design operations. Excited to apply this background in a role that advocates for users.

EXPERIENCE

Nov 2024 - *BrainStation /New York, NY*

Feb 2025 **User Experience Student**

- Studied UX/UI Design fundamentals and enhanced skills in design thinking, problem-solving tools, wireframing, prototyping, web accessibility standards, design quality assurance and user testing.
- Conducted user interviews to collect and analyze user feedback while identifying trends and pain points.
- Used resources such as the Nielsen Norman Group, Laws of UX, and Usability Heuristics.

Oct 2021 - *Carnegie Endowment for International Peace. /Washington, DC*

Oct 2024 **Web Coordinator**

- Provided content and design support to scholars and clients by integrating their long-form copy and visual assets into the organization's CMS, applying UX principles to ensure clarity and engagement, **leading to a 4% year-over-year increase in digital readership.**
- Optimized email campaigns using UX design principles, resulting in a **3% quarter-over-quarter increase in click-through rates in Q1 2024.**
- Administered technical support for content management systems, digital asset management software, and Marketo email marketing platform by troubleshooting errors, resolving user issues, and identifying pain points.
- Used channels such as email, communication platforms (Slack) and phone to provide technical support.
- Escalated complex technical issues to appropriate teams, including web developers and external software vendors, ensuring swift resolution and follow up.
- Assisted with user onboarding processes and helped to create technical and learning documentation for both new hires and current staff.
- Collaborated closely with design, marketing and web development teams to identify trends, advocate for our customers, and understand their needs as readers.
- Used Payload CMS or hardcoded HTML/CSS to perform content and design updates on existing web pages and digital assets, adhering to brand guidelines.
- Maintained email and event calendars while communicating task progress clearly with clients and project leads
- Leverage website analytics and performance insights to inform email marketing and content strategies.

Aug 2019 - *Town of Chapel Hill / Chapel Hill, NC*

Oct 2021 **Web Steward & Office Assistant**

- Helped to redesign the HR department's webpage by enhancing navigation & identifying UX pain points, **resulting in a 30% decrease in inbound customer calls, while increasing site visits and extended session lengths.**
- 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.
- Handled primary administrative tasks for the Human Resources and Communications departments.

Jan 2019 - *North Carolina General Assembly. /Raleigh, NC*

May 2019 **Legislative Intern**

- Produced reports, tracked legislation and optimized daily administrative operations and constituent communications.
- Managed Representative's constituent calendar and organized in-person meetings and phone calls.

Mar 2018 - *Central Pines Regional Council. /Durham, NC*

Jun 2018 **Member Services Intern**

- Conducted in-depth technical research on brownfields program implementation for Triangle-area municipalities and produced a detailed best practices handbook for local governments.
- Built and deployed email campaigns using Constant Contact and conducted surveys using SurveyMonkey.

EDUCATION

Nov 2024 - **UX Design Certificate**
Feb 2025 *BRAINSTATION /NEW YORK, NY*

SEPT 2024 - **USABILITY PROFESSIONAL COURSE**
DEC 2024 NORTHEASTERN UNIVERSITY | ONLINE

Mar 2020 - **Continuing Education Course | Web Development I**
Aug 2020 *WAKE TECHNICAL COMMUNITY COLLEGE /RALEIGH, NC*

Aug 2012 - **Bachelor of Arts in Political Science**
May 2016 *UNIVERSITY OF NORTH CAROLINA AT PEMBROKE /PEMBROKE, NC*

SKILLS

- **Technical:** HTML/CSS, basic JavaScript, WordPress, Bootstrap 5, Technical Support, Responsive Design, Stack Overflow, Marketo, Canva, Figma, Monday.com, UX/UI Design, Google Analytics, Adobe Creative Cloud, Pinegrow, Balsamiq, Email Marketing, Familiarity in AI-powered design, chatbot and search tools
- **Process-Oriented & Soft Skills:** Project Management, Collaboration, Design Thinking, User Empathy, Deadline Driven, Content Planning and Strategy, Stakeholder Management, Content Management, Workflow Optimization, Adaptability