

# NICHOLAS PALMER

Content Manager | Usability Student

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[portfolio](#)

## EXPERIENCE

- **Web Coordinator**

**Carnegie Endowment for International Peace** • Oct 2021 - Oct 2024

Improved user experience by implementing usability principles and design-centered approaches to optimize call-to-action campaigns and email designs, resulting in significant achievements such as a 20% increase in attendance at Carnegie's 2022 Nuclear Policy Conference.

Optimized websites and built email marketing campaigns using HTML, CSS and JavaScript, and crafting copy to achieve measured success such as a 24% increase in digital readership and engagement in 2023.

Cultivated cross-functional collaboration among marketing, web development, and design teams, resulting in a 3% enhancement in email click-through rates in Q1-2024, through the execution of email list management optimization strategies and the contribution to a unified digital content strategy.

Worked with partners across various geographies to ensure web copy, visual content and products "speak" their language in the form of digital experiences that respect cultures and political attitudes while meeting educational needs.

- **Web Steward & Office Assistant**

**Town of Chapel Hill** • Aug 2019 – Oct 2021

Spearheaded a comprehensive [webpage redesign](#), enhancing navigation and user experience, which led to a 30% reduction in inbound customer calls and a significant increase in time-on-site, demonstrating a deep understanding of user-centric design principles.

Facilitated effective communication by delivering biweekly status updates to content design and web steward teams, ensuring alignment and fostering a collaborative work environment.

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.

## CURRENT PROJECTS

- **Redesign of PackLane.com design editor**

Conduct research and identify customer pain points relating to usability of the PackLane online editor.

Develop proto personas, empathy maps, user flows, and a UI style guide, in keeping with design fundamentals.

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

Synthesize results to inform end-to-end experience.

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

## EDUCATION

**Evening Graduate Certificate | Usability**  
Northeastern University • 2024 -2025

**Certificate | Web Development I**  
Wake Tech Community College • 2020 - 2020

**Bachelors of Arts | Political Science**  
University of North Carolina at Pembroke • 2012 – 2016

## 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

