

Nicholos Palmer

DESIGN OPERATIONS COORDINATOR | WEB CONTENT MANAGER

SUMMARY

Junior UX Designer with a proven track record of increasing user engagement and digital readership rates by 24% through data-driven design solutions. Proficient in Figma, Adobe Creative Cloud, and user research/testing. Passionate about creating accessible interfaces and personalization to enhance user experiences.

EXPERIENCE

Student, 12/2024- 02/2025

BrainStation, New York, NY.

- Gained hands-on experience with UX/UI design principles, including design thinking, user flows, wireframing, prototyping and accessibility standards (WCAG).
- Conducted user research using interviews, user testing and competitive analysis to inform design decisions and align with industry best practices and evolving UI/UX trends.

Web Coordinator, 10/2021- 10/2024

Carnegie Endowment for International Peace, Washington, DC

- Improved conversion rates by implementing usability principles to optimize call- to- action campaigns, **resulting in significant business impact such as increasing email click-through rates by 3% in Q1 2024 compared to the previous quarter.**
- Continuously developed content strategies aligned with SEO and web design optimization, achieving **a 24% increase in digital readership year over year.**
- Collaborated with designers to create wireframes, mockups, and prototypes for email and webpage designs
- Worked closely with developers to facilitate design handoff and UI implementation of web applications such as the organization’s [Climate Protest Tracker](#).
- Communicated and presented email design concepts and solutions to clients.
- Supported designers, web development and editorial teammates ensuring that design operations are streamlined and our ideas result in clear, concise content across all channels.

Web Steward and Administrative Assistant, 08/2019 –

10/2021 Town Government of Chapel Hill, Chapel Hill, NC

- Spearheaded a [comprehensive webpage redesign](#), enhancing navigation, **which led to a 30% reduction in inbound customer calls and a significant increase in public sessions on website**, indicating improved content usability.
- Played a pivotal role in the development of new content strategies, conducted thorough content audits in adherence to Federal Plain Language Guidelines, and employed Information Architecture principles to guide usability.
- Collaborated with cross-functional teams, including Product Managers, Developers, Customer Experience, and Stakeholders to review digital designs.

Legislative Intern, 01/2019 - 05/2019

North Carolina General Assembly, Raleigh, NC

- Conducted in-depth research and synthesized legislative information into concise reports, supporting informed decision-making.
- Streamlined administrative workflows and improved constituent communications, reflecting a user-centered approach to process efficiency.

Member Services Intern, 03/2018 - 06/2018

Central Pines Regional Council, Durham NC

- Built and tested email campaigns in Constant Contact and created surveys using SurveyMonkey, reflecting an understanding of user engagement, A/B testing, and feedback.
- Utilized digital forms (Wufoo, MS Forms, Cognito) to collect user input, supporting data-driven decision-making and user research.

CONTACT

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PORTFOLIO

www.nicholospalmer.com

SKILLS/TOOLKIT

Figma
Adobe Creative Cloud
HTML/CSS/JS/Bootstrap5
Project Management
Calendar Coordination
Monday.com
Marketo/MailChimp
Responsive Design
Usability Heuristics
userinterviews.com
Interface Design
Customer Needs Assessment
Data Validation
Internal Communications
Mobile App Development
Landing Page Optimization
Mockups and Prototypes
Usability Testing
Integrating User Feedback

EDUCATION

Certificate, UX Design

BrainStation, 12/2024 – 02/2025

Professional Course, Usability

Northeastern University,

09/2024 – 12/2024

Cont. Education, Web Dev I

Wake Tech Community College

03/2020 – 08/2020

Bachelor of Arts, Political Science

U. of North Carolina, Pembroke

08/2012 – 05/2016