

# Nicholos Palmer

JUNIOR UI/UX DESIGNER | WEB CONTENT MANAGER

## SUMMARY

I'm a junior UX/UI Designer with a passion for building outstanding digital products. I recently completed a certificate in UX Design at BrainStation and a professional course in Usability at Northeastern University. In both courses, I learned how to conduct user research and usability testing to gather feedback and iterate on designs. I also have 3+ years' experience in CMS management, content strategy, email marketing and design operations.

## 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

704-414-0302

nicholospalmer@gmail.com

New York, NY

## PORTFOLIO

[www.nicholospalmer.com](http://www.nicholospalmer.com)

## SKILLS/TOOLKIT

Figma  
Adobe Creative Cloud  
HTML/CSS/JS/Bootstrap5  
Balsamiq  
Canva  
Monday.com  
Marketo/MailChimp  
Responsive Design  
Usability Heuristics  
[userinterviews.com](http://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