

Nicholos Palmer

WEB CONTENT SPECIALIST | UX DESIGNER | WEB DESIGNER

EXPERIENCE

Student, 12/2024- 02/2025

BrainStation, New York, NY.

- Led a UX case study project applying design thinking and problem-solving frameworks to create user flows, wireframes, and interactive prototypes that addressed specific user needs.
- Conducted user interviews and usability tests to gather insights, uncover pain points, and validate design decisions

Web Coordinator, 10/2021 - 10/2024

Carnegie Endowment for International Peace, Washington, DC

- Integrated long-form content and visual assets into the organization’s CMS using HTML/CSS and UX best practices, contributing to a **4% year-over-year increase in digital readership through improved content structure and user engagement.**
- Spearheaded and optimized email campaigns with user-centric design, driving a **3% quarter-over-quarter increase in click-through rates in Q1 2024.**
- Executed A/B testing on subject lines and email layouts to refine messaging strategies and boost open and conversion rates.
- Developed and maintained landing pages for campaigns and thought leadership content, increasing average time-on-page by 18%.
- Managed campaign schedules and project workflows, clearly communicating progress to clients, developers, and project leads to keep timelines on track.
- Provided front-line technical support for content management systems and email marketing platforms, identifying and resolving user complaints and web application issues.
- Delivered timely troubleshooting and technical assistance through channels such as Slack, email, and phone, helping internal teams resolve issues.
- Contributed to user onboarding and internal training efforts by creating clear, user-friendly technical documentation and support resources.

Web Steward and Administrative Assistant, 08/2019 - 0/2021

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