color <code>
UX UI / Developer

Sleek experiences from start to finish
web + mobile devices

Orange County, CA

✉ nicoledormido@gmail.com   🏠 www.colorincode.com   📱 949.558.7179

+ Front-End Web Development   + User Experience   + User Interface Design

Languages HTML4/5, CSS2/3 (SASS & LESS), Javascript, Php, XML	**CMS/CRM** Wordpress, Magento, Salesforce, Hubspot
Frameworks UI Grid (Bootstrap, Foundation), JavaScript MVW (JQuery, Angular, React)	**UI Wireframing/Prototyping** Omnigraffle, Principle, Proto.io, Axure, Sketch, Avocode, Figma
Environments Agile, GIT, Jira, Teamwork, Asana, Confluence, #Slack	**UX Testing/Mapping** Gliffy, Litmus, Crazy Egg, Usability, Wufoo, TryMyUI
Tools NetBeans, Sublime Text, Coda2, Visual Studio Code, Bash Terminal	**Design Tools** Adobe Creative Suite: XD, Photoshop, Illustrator

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2018 - Current

First American
Senior Product Engineer

SaaS Product Application UX Design and UI Development for National Commercial Real Estate Services Division within First American financial corporation. Refactored the user interface of various legacy MLS platform applications to support the company transistion into a cloud based infrastructure with the use of extensive user interview research data. Applications: EaglePro, myFirstAm, ClarityFirst (DataTree), and NCS: Open Order. Frameworks: Angular and React.

2018 - 2018

SADA Systems
UI Developer

Collaborate within the MES Custom Development department to design and develop digital experiences that provides users with seamless interactive and platform agnostic software in the cloud. Utilize all types of front end technology stacks to develop UI for SaaS products and services. Provide usability testing and advanced industry data/market research documentation to support proposed wireframes and storyboards (userflows, site maps) designs.

2017 - Present

First American
UX UI Engineer

Overhauled the optimization of the First American CRM legacy platform user experience by enhancing the interface, solidifying interactivity/behaviors of the application and injecting a user-centric design approach. Worked with BSAs (business system analysts) and managed multiple profiles to build customized solutions modular for client base pertaining to industry requirements, technical specifications and compliance. Implemented responsive design and developmental standards into apps. Conducted user research through usability testing and client interviews. Supplemented actionable and intuitive design flows by developing high-fidelity wireframes. Developed fully-functional, responsive demos/prototypes using HTML, CSS, JS (built for specified environments, ie. angular or react) for clients to ensure quality control and client satisfaction before handing off to back-end developers.

2016 - 2017

vWise
UX UI Developer

Designed pixel-perfect wireframes. Brought concepts to life by rapidly and efficiently developing dashboard and application demos for web and moblie interfaces. Creative use of existing javascript and css libraries to achieve new dimensions of software behaviors and transistions. Collaborated with design, development, and QA teams to plan sprints and assure product is delivered at it's optimum efficiency before deployment.

2015 - 2016

AlignMed
Web Designer,
Developer

Developed and managed Magento e-commerce website with necessary changes for promotions and other regular maintenance. Established fully automated landing pages and email campaigns to generate sales and leads. Delivered clean design concepts for web, print collateral, and more. Used analytics to execute marketing plans affectively and to achieve maximum exposue of products to the target audience.

2014 - 2015

Spectra Experiences
Web Designer,
Developer

Achieved response-rate gains on retargeting ads, emails, and landing pages by pioneering the use of spam, multiple platform previews, and testing (Litmus). Redesigned and optimized high-impact, fan-centric interfaces of fully responsive promotional landing pages and social media hubs targeting sports/entertainment to maximize fan engagement and cement powerful brand identities for all college athletic divisions.

2014 - 2014

Merchant Club of America
Web, Graphic Designer

Successfully established new influencial and powerful branding identity to company branches through print, digital, and social mediums. Compiled and analyzed competitive research to execute marketing plans effectively and achieve maximum exposure of products and services to the target audience. Generated more leads by implementing social media, print marketing (brochures, flyers, other advertisements), and created website to expand the national reach.

2011 - 2012

Kyliptix
Web, UI Designer

Established UX design as the first stage of all web and mobile application developments, instituting a user centrix approach within an Agile based environment. Design the flows and requirements for new features across multiple platforms. Created visual designs for CRM software: icons & interface layout. Producted sofisticated high-fidelity wireframes, site maps, and documentation.

2009 - 2010

Digital Salvage
Web, Graphic Designer

Designed and maintained e-commerce website. Take professional photos of equipment and designed advertising materials (For both print and web). Collaborated with design team in order to develop marketing strategies with emphasis on acquiring new business.