

Zawadi Nicholas

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Experience

Experiture | New York, NY

Project Manager (Intern) 07/2016 – Current

- Introduced eye tracking software for usability and conversion rate analysis.
- Helped the creative director design a more user-friendly homepage for EasyPurl's relaunch.
- Introduced a pricing scheme and designed the user experience of the new page.
- Created and managed the current content strategy for both EasyPurl and Experiture.

Startup Institute | New York, NY

Product Design 2/2016 – 4/2016

- Project: designed, researched and built Bunki, a roommate matching website, with a team of fellow designers and developers.
- Relevant Coursework: User-centered design, Navigation and flow, Rapid ideation, HTML + CSS, Bootstrap, jQuery, Javascript.

Useresting | Remote

User Tester (Consultant) June/2014 – Current

- Conceptualized interface improvements for over 100 new products and services.
- Contrasts websites and native apps of similar products to help improve user friendliness and differentiate product.
- Uses websites and native apps to provide constructive critiques of overall intuitiveness.

Project ReCONNECT | Huntsville, AL

Researcher (User Researcher) 08/2013 – 09/2014

- Designed surveys to determine the needs of target users.
- Used research findings to pitch the project to potential partners.
- Designed documents to present research findings.
- Designed Marketing collateral that helped triple club membership.

Education

Oakwood University

5/09/2015 | B.A. Communication Media, Minor: Art

Honors:

- Scholastic Award
- Honor Roll
- WJOU/Good Samaritan Hospice Award
- The OU President's Scholarship
- \$40,000 Premier Scholarship
- Alumni Assoc. Medal of Distinction
- Neal Leo Marshall Scholarship
- Finalist: Project ReCONNECT Research Competition

Skills

User Experience Design

User Interface Design

Research

Visual Design

Mobile

Sketch

Invision

Content Strategy

Google Adwords

Google Analytics

Adobe Creative Suite

HTML5

CSS3

JIRA