# Zawadi Nicholas

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## Experience

### Usertesting | 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.

### Experiture | New York, NY

***Project Management Intern*** *07/2016 – 10/2016*
- Introduced a pricing scheme and designed the user experience of the new page.
- Helped the creative director design a more user-friendly homepage for EasyPurl's relaunch.
- Introduced eye tracking software for usability and conversion rate analysis.
- Designed and launched several HTML5 emails and landing pages for company and clients.

### Startup Institute | New York, NY

***Product Design*** *2/2016 – 4/2016*
- Selected from a highly-competitive applicant pool for an eight-week education program. Startup Institute gives people the skills, mindset, and network to be high-impact employees at innovative companies.
- Coursework: HTML, CSS, Twitter Bootstrap, Responsive Design, User Research and Testing, Wireframing, Mockups, and Rapid Prototyping.

### 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

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|---|---|
| **HTML5** | **Visual Design** |
| **CSS3** | **Adobe Creative Suite** |
| **Bootstrap** | **Wireframing** |
| **User Research** | **Mockups** |
| **User Testing** | **Rapid prototyping.** |