




Sara Nicholson

UX/UI Designer

 SANicholson
 www.saranicholson.com
 sara@saranicholson.com

Experience

2015-Present

Heuristic Solutions
UX/UI Designer

Responsible for design and CSS styling of complex credentialing application. Create wireframes, workflows, high fidelity mockups, prototypes and HTML + CSS (Sass) coding. Work closely with the development team and the business analysts to create new features and improve existing ones. Spearheaded the push for better accessibility. Completely redesigned and wrote all CSS for the main learning plan section under tight deadlines. Also assist with marketing efforts. Create infographics, posters, flyers, mailers, brochures and help with the marketing website.

2014-2014

Aviso
Product Designer

Created wireframes, clickable demos and prototypes, high fidelity mock ups and production ready graphics for web application and marketing. Also pitched in with HTML/CSS when needed. Worked with various types of data visualization to make difficult data more understandable.

2013-2014

ClearSlide
UX Designer

ClearSlide bought Crunched in July, 2013. Provide UX/UI as a member of the product team. Create flows, wireframes, high definition mockups and provide assets for the developers. Work closely with the product team to enhance features.

2011-2013

Crunched
UX Designer

Oversaw all graphic work for both the front facing web site and applications. Created flows, wireframes and mockups and final graphics for projects. Created user testing plans and performed tests. Worked with the VP of product to filter feedback to fit with business needs and create features for our kick-ass product. Pitched in with html and css coding as needed. Worked in iterations with engineers in an agile setting.

2009-2011

Freelance
Web Designer

Responsible for wireframes, look and feel and front-end coding (HTML,CSS) of various political websites. Created hero graphics for political clients. Consulted on other designers' work to make sure everything was up to standard for web. Managed projects to make sure they were designed and programmed on time and on spec.

Qualifications

Excellent visual, spoken and written communication skills

Experienced working with remote teams

Deep knowledge of design, typography and photography

Understanding of how certain designs affect different audience members and how to reach happy mediums

Education

Bachelor's Degree, School of Visual Arts, New York (5/1999)
Bachelor of Fine Arts in Interactive Computer Art.

Skills

Sketch
Photoshop
Illustrator
HTML/CSS
Flash
Mac OSX
Windows
Office
Omnigraffle
InVision
WordPress & ExpressionEngine
Agile
7 years experience working on remote teams
Jira, Confluence, Fogbugz, Git, SVN, Evernote, Google, Drive

Experience Continued...

2009-2010

The Cobalt Group
Senior Designer/
Design Integrator

Responsible for designing outward facing web sites for automotive dealers in North America/Canada. Created wireframes, design specifications, prototypes, worked closely with development staff and kept strict documentation of work. Also responsible for creating graphics, layouts and specifications for web-based widgets. Clients include Hyundai, BMW, Mini, Volkswagen.

2006-2008

Volt (Microsoft)
Online Community
Manager

Responsible for online content posted on the official Xbox blog, official Xbox press site and Xbox.com personality page. Redesigned skin for GamerscoreBlog website. Acted as liaison between hardcore Xbox community and PR/Marketing. Assisted in translating PR and marketing materials into digestible information for gamers. Attended industry events and offered coverage for community members in the form of blogs, photos and videos. Vehemently advocated the use of social media. Appeared in magazine articles and advertisements for EGM, 1up.com and Computer Gaming Monthly. Co-founded female gaming group Gamerchix. Appeared on panels and spoke to University classes about fostering healthy gaming communities.

2002-2007

Columbia University
Senior Web Designer

Responsible for designing web sites for various internal clients. Made sure all designs met industry standards and remained easy to use. Used provided branding to create general look and feel to carry across several departments within student services, yet maintain their individual feel. Photographed architecture for use throughout departmental sites.

2001-2001

Etrana
UX Designer

Responsible for complete design and maintenance of Etrana's corporate web site. Also responsible for creating client pages on the internal B2B sites.

1999-2001

**Chyron/Intercity
Development**
Multimedia Director

Intercity Development was bought by Chyron Corporation in January 2001. Was promoted to Multimedia Director. Responsibilities included setting standards for creation of multimedia content, communicating with clients, budgeting, creating specs, creating and producing multimedia content for web sites, kiosks, and CD-ROMs. Clients included: History Channel, Arts & Entertainment Network, TD Waterhouse, People.com

1998-1998

Time, Inc.
Designer

Responsible for creating homepage tiles to accompany current entertainment and news stories on pathfinder.com. Created graphics for breaking news stories for time.com. Designed 1998 Emmy Awards section.