



Nicole N. Doan
PRODUCT DESIGNER

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Los Angeles, CA

Experience

UX/UI DESIGNER, RESEARCHER

(FREELANCE) | JUL 2018 - PRESENT

Own the research and/or design of products end-to-end, proactively communicating, educating, and defending strategy and design decisions to stakeholders.

Evaluate and validate solutions according to clients' business via tools such as A/B testing, usability studies, and data analysis.

UX/UI DESIGNER - DESIGN LEAD

HACK FOR LA | JUL 2018 - PRESENT

Lead end-to-end research and design process. Responsible for creating wireframes, journey maps, digital assets, and PowerPoint presentations for stakeholder meetings.

Provide mentorship, advocacy, and guidance to junior designers and cross-functional team members.

ASSOCIATE EDITOR & DESIGNER

CONFREAKS & GEEKS LLC | OCT 2017 - PRESENT

Responsible for both visual and written content creation including articles, interviews, social media, and other digital assets for over 10,000 subscribers.

UX DESIGNER - RESEARCH LEAD

DISTILLERY | OCT 2018 - NOV 2018

Worked on a cross-functional team consisting of designers, developers, sales directors, and project managers to develop client's digital product using agile framework.

Led research efforts including competitor analysis, user interviews, and data analysis.

Responsible for communicating design solutions to client via deliverables including, but not limited to, site maps, user flows, wireframes, and PowerPoint presentations.

Education

User Experience Design Immersive / Certificate

General Assembly, Downtown Los Angeles (2018)

Anthropology / Bachelor of Arts

University of California, Los Angeles

Social & Behavioral Studies / Associate of Arts

Pasadena City College (2013)

Skills

SKETCH • FIGMA • ADOBE CREATIVE SUITE • USER RESEARCH • ETHNOGRAPHY •
INTERACTION DESIGN • INFORMATION ARCHITECTURE • COMPETITIVE ANALYSIS •
RAPID PROTOTYPING • A/B TESTING • USABILITY TESTING • DATA ANALYSIS • HTML •
CSS

REFERENCES AVAILABLE UPON REQUEST