

NICOLE EDGAR



DESIGNER

EXPERTISE



GRAPHIC DESIGN

UI DESIGN

MARKETING DESIGN

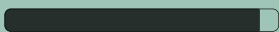
WEB DEVELOPMENT

CONTENT MANAGEMENT

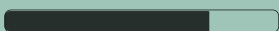
TECH SKILLS



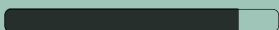
BOOTSTRAP/HTML/CSS



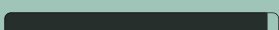
ADOBE XD/SKETCH



WORDPRESS



ADOBE CREATIVE SUITE



PROFILE

For the past 7 years, I have interfaced directly with clients to produce UI/UX wireframes, mockups, and prototypes that fit brand and usability guidelines. I have also worked as a Visual Designer for a lifestyle brand, game developer, and eBook authors and performed user research for a privately held startup.



EXPERIENCE

WEB DESIGNER - AUTOMOTIVE MANAGEMENT SERVICES INC.

NOV 2013 - PRESENT *Performed website design & development for the largest privately owned dealership group in the United States.*

- Designed visual mockups and prototypes from wireframes and delivered final design production-ready assets for development.
- Collaborated directly with stakeholders and clients in implementation of web design and brand campaigns.
- Developed exit-intent technology overlays to alleviate lost conversions by 3% for landing pages.
- Worked under UX Researcher to help perform moderated qualitative testing comparing in house products to competitors.

PRODUCT DESIGNER - ODD OWLS LLC

JUN 2018 - JAN 2019 *Product is currently in development.*

- Conducted competitive analysis that was used to assess the viability of a new entry into market for apps specializing in mental well being
- Performed user research which was used to generate personas and enhance current designs
- Responsible for designing graphic user interface elements, like menus, tabs and widgets

VISUAL DESIGNER - FROMBIE

APR 2012 - JULY 2013 *Designed brand digital assets for the company website, social media accounts and upcoming events.*

- Designed graphic illustrations for brand social media and e-commerce website.
- Prototyped future merchandise for the brand line-up.
- Produced marketing assets for consumer and industry events and promotions.
- Produced multiple rough layouts and visual development pieces for brand collaborators.



EDUCATION

BACHELOR OF SCIENCE - ART INSTITUTE OF FORT LAUDERDALE

OCT 2009 - JUNE 2013 (DEAN'S LIST 2012-2013)



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