



# nicole evans

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nicoleevans.design 

nicole-l-evans 

NicolEvans 

## SKILLS

### UX Method

surveys - interviews - personas  
competitive analysis - user stories  
user flows - wireframes - branding  
information architecture - sketching  
prototypes - usability testing  
user interface design - mobile design  
responsive web design

### Tools

Figma - Adobe Creative Suite  
InVision - Sketch

### Development

HTML - CSS - Git - JavaScript

## EDUCATION

**State University of New York at  
Geneseo**

**Bachelor of the Arts, Art History**

Graduated *magna cum laude* with  
a GPA of 3.74/4.0

### Bloc

**User Experience Design Program**

**UX DESIGNER** in Denver, CO  
with a background in customer experience and branding in hospitality

## RECENT PROJECTS

### **CHEF'S PAL | Responsive Web Application Prototype**

*A recipe management application*

November 2018

- UX RESEARCH: surveys, interviews, competitive analysis, personas
- INFORMATION ARCHITECTURE: user stories, user flows, content strategy, wireframes
- BRANDING: logo design, brand identity, style guide
- UI DESIGN: responsive web design, iconography
- PROTOTYPING: InVision, HTML, CSS, Javascript;  
rough coded prototype: <https://nicoleevans.design/coded-prototype-chefspal/>
- USABILITY TESTING: remote, think-aloud protocol

### **CACHE | iOS Prototype and Marketing Site**

*An application that automatically stores and organizes shared content*

April 2018

- UX RESEARCH: survey, interviews, competitive analysis, personas
- INFORMATION ARCHITECTURE: user stories, user flows, content strategy, wireframes
- BRANDING: logo design, brand identity, style guide
- UI DESIGN: mobile design, iconography, design system, HIG
- PROTOTYPING: InVision
- USABILITY TESTING: in-person, think-aloud protocol

## WORK EXPERIENCE

### **ALTAMAREA GROUP | New York, NY**

*Design and Brand Promotions, Manager* ~ March 2016 – December 2017

- Designed and maintained promotional and branded collateral for 12 restaurants

*Senior Events Manager* ~ June 2015 – March 2016

- Supported clients and staff of 4 restaurants to plan and execute events

*Client Events Coordinator; Marea and Ristorante Morini* ~ August 2011 – June 2015

- Responsible for executing \$1.9 million of private events annually

### **A TASTE OF THE EAST | New York, NY**

*Web Developer* ~ November 2009 - November 2010

- Designed HTML, CSS, and photos on website

### **ARTMUSE INC. | New York, NY**

*Assistant to Founder* ~ December 2008 – August 2010

- Maintained HTML and CSS for website
- Gave tours of museum exhibits to children ages 5-12 around New York City