

Alexis Nicholson

USER EXPERIENCE DESIGNER

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WORK EXPERIENCE

Junior Designer

Tahzoo | Remote | 04/2024 – Present

- Established a **5+** month track record of taking the initiative on a lean design team through innovative idea exploration, project takeovers after employee departures, and excellent time management, thus helping drive multiple concurrent projects forward.
- Collaborated with developers as the main UX designer on a project to **solely** lead the back-end design direction for an AI web platform, resulting in a **50%** increase in employee efficiency.
- Championed fellow designers, digital strategists, marketing, product managers, and other cross-functional collaborators by providing feedback, critiques, strategy insights, workshops, postmortems, and design solutions that addressed client and business needs and objectives.
- Utilized **data-driven insights** and the principles of visual design to create various graphic assets that enhanced storytelling for digital marketing campaigns, sales pitches, and client product demo decks.
- Reviewed multiple portfolios and resumes, and participated in **10+** design panel interviews for UX design and graphic design candidates.

UX Designer

Tech Fleet | Remote | 11/2022 – 03/2024

- Designed a responsive web platform for LGBTQ refugees and asylum seekers, meeting low-bandwidth, security constraints, and enhancing **accessibility** for marginalized communities.
- Validated high-fidelity mockups for profile/friend management through **15** stakeholder usability tests.
- Maintained and improved the design library, ensuring continuity and adherence to UX best practices and guidelines, contributing to a **100%** enhanced user experience within our team.
- Initiated collaboration, feedback, and critiques with cross-functional teams using agile methodologies to design, develop, and test features with stakeholders.

Multimedia Content Creator

Blue Cove Productions | SF Bay Area | 11/2017 – Present

Using the art of storytelling to create entertaining and creative experiences.

- Increased global video views by **28K+** and impressions by over **1K%** across all social media platforms.
- Recruited **11+** photography clients, and managed busy schedules, budgets, and assistants.
- Facilitated **end-to-end design** iteration through project management, research, ideation, and storyboarding, and collaborated with clients to craft compelling stories.
- Produced **6+ short films**, monthly shorts, reels, film diaries, and vlogs.

Research Interviewer

Kaiser Permanente | Seattle, WA | 05/2023 – 10/2023

- Conducted telephone recruitment of study participants for survey interviews.

Research Assistant

University of Nevada, Reno | Reno, NV | 08/2015 – 08/2017

- Spearheaded recruitment and testing of **15** multisensory brain plasticity research participants.
- Parsed and organized raw data into accessible presentations for analysis and results.
- Published via **Brill Publishers** in a multisensory research archival journal.

SELECTED PROJECT

User Experience Designer & Lead Researcher

Graduate capstone Project: MYCO | advised by IDEO

A micro-creator-only web platform built up of small collectives to combat creative burnout and isolation.

- Streamlined **2** stakeholder **co-design workshops** that effectively validated design decisions.
- Designed wireframes, hi-fi mockups, interactive prototypes, and maintained project organization.
- Conducted user research and interviewed **7+** participants to understand the needs of this industry and its users. Prioritized and incorporated user research into design decisions that formed MYCO.
- Filmed, edited, & co-directed the proof of concept video for stakeholders.

SKILLS AND TOOLS

Communication, Interpersonal skills, Creativity, Problem-Solving, Agile Collaboration, Empathy, Growth Mindset, Strategy, Storytelling, Adaptability, Feedback, Critiques, Inclusivity, Diversity, Innovative, Time Management, Project Organization, Analytical, Detail Oriented, Quality Assessments

Design Thinking, User-Centered Design, Prototyping, Product Design, User Research, Visual Styling, Wireframes, Interaction Design, Information Architecture, Storyboarding, Usability Testing, Competitive Analysis, Design System, Accessibility

Figma, Figjam, Adobe Creative Cloud, Slack, Teams, Miro, Notion, HTML, CSS, Material Design, Jira

EDUCATION

Master of **Human-Computer Interaction & Design** | University of Washington

Bachelor of Science in Neuroscience | University of Nevada, Reno

PUBLICATIONS

Scurry, A. N., Vercillo, T., Nicholson, A., Webster, M., & Jiang, F. (2019). Aging Impairs Temporal Sensitivity, but not Perceptual Synchrony, Across Modalities. *Multisensory Research*, 32(8), 671-692.

[Breaking the Silence series](#) via Bootcamp (a supplementary publication to UX Collective).