

# Nikki Schell

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[LinkedIn](#)

I'm an INFJ who loves clean spaces, organization, and solving puzzles. I care about creating easy-to-use and beautiful brands, apps, and experiences. Tackling problems with a logical and creative approach is a strong suit. I'm highly motivated to be one of the 20% of the professionals who produce 80% of the results.

## SKILLS

Responsive web design, User experience design, User interface design, Adobe Creative Suite, Sketch, Invision, HTML5, CSS3, JQuery, Bootstrap, Wordpress/CMS, Wireframing, Prototyping, Information Architecture, Maintaining great client/customer relationships, Persona development, UX research, Usability testing

## EDUCATION

Elon University '14  
Elon, NC  
M.A. Interactive Media

Clemson University '12  
Clemson, SC  
B.A. Communication Studies  
Magna Cum Laude

Semester abroad  
University of Newcastle  
NSW, Australia

## WORK EXPERIENCE

**UX Designer, Visual Web Designer, Digital Marketing Manager** *October 2015 - Present*

**August Schell Enterprises**

Daily: design wireframes, create mock ups in Sketch, develop prototypes, work with clients/stakeholders on their product, communicate with developers, maintain website, produce content, design graphics, and strategize marketing efforts.

- Rebranded the company - all new look and feel, new voice, new website, new marketing efforts and strategy.
- Taught military and government clients why UX is important for their apps, won them over with detailed wireframes and well-presented mockups for mobile, tablet, and web based applications.
- Worked with partner companies to design a user-friendly partner portal and microsites for their needs.
- Designed a CRM, worked with a developer to make it user-friendly, which the company has been able to implement for its own sales and has been able to sell to bring in extra revenue.

**Web Designer and Content Producer** *October 2014 to October 2015*

**Smithsonian Institution**

Daily: front-end development for maintenance of current (hand-coded) website, create mock ups in Moqups and Sketch for the in-progress new website, develop user flows, information architecture, graphic design, campaign development.

- Created the website (backend database and front-end/design) and graphics for a voting campaign to name baby Andean bears, which was visited and voted on by over 5,000 people.
- Designed and developed the first responsive homepage for the Zoo.
- Worked on cutting 4,000 website pages down, studied analytics about relevant content, and transformed the information architecture for the new Zoo website.

**Web Designer** *September 2014 to Present*

**Nikki Schell Creative, LLC**

Daily: website design in Wordpress and Drupal, teaching clients how to use their new websites, sustaining customer relationships, following up on previous client work to give them a great experience working with me.

- Worked with an accounting firm to create a usable payment and file transfer system for their clients.
- Designed responsive websites for multiple national non-profit organizations (primarily redesigns).
- Created a farmer's market website, communicated with stakeholders including vendors, board members, customers, and more to design a user-friendly and great web experience.

## INTERNSHIPS & RELATED PROJECTS

**Interactive Producer** - Smithsonian Science Education Center | Educational Tablet App Design | Summer 2014

**UX Designer & Developer** - SAXAPAHAW Interactive | Thesis Project for Master's Program | Spring Semester 2014

**Designer & Photographer** - Cambiando Vidas | Team Project for Master's Program | Winter Term 2014

**Website Designer** - BCND, LLC | Redesign of Caribbean Rental Property Website | Summer 2013

**Graphic Designer & Media Coordinator** - International Center of the Upstate | Spring 2012

Online Portfolio: [www.nikkischell.com](http://www.nikkischell.com)