

Nikki Schell

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[LinkedIn](#)

I love clean spaces, organization, and solving puzzles. I have a fascination with how people use the web and how to make it better. 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 *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 and make content changes as needed.

- Taught military and government clients why UX is important, 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