

Nicole Hanacek

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LinkedIn - <https://bit.ly/3jKhW1T> | Portfolio - <https://bit.ly/HNUXUIportfolio>

Summary

Enthusiastic User Experience Researcher, User Interface Designer, and Project Manager seeking to contribute extensive skills to the next opportunity! A detail-oriented, divergent thinking professional who implements processes to streamline managing multiple projects in a fast-paced environment. Having a passion for problem solving and expertise in customer service for a decade enables me to cultivate an agile mindset when utilizing design thinking techniques, appreciating the importance of collaboration and applying an intentional user-centered approach when understanding research needs and developing the design.

Teamwork makes the dream-work!

Technical Skills

- Qualitative and Quantitative Research Methods
- Design Thinking and User Empathy
- Project Management and Jira
- Heuristic Evaluation and Wireframing
- Annotation and Competitor Analysis
- User Flow and UX Writing, Proofreading
- High-Fidelity Mockups and Clickable Prototypes
- Usability, A/B Testing and Typography
- Figma and Adobe Creative Suite
- HTML and CSS conversational

Projects

THE IV LOUNGE, Marketing Team including Brand Improvement

Roles: Project Manager, User Experience Consultant, User Interface Designer, Graphic Designer

Tools Used: Figma, Wordpress, Jira, Illustrator, Photoshop, Slack, Google Sheets, Google Drive, Zoom

- Consulted CEO, concluding the company must embrace it's "why" to be unique against competition.
- Revived brand to represent the company's modern and aligned mission, within the health industry.
- Utilized research and annotation techniques, competitor analysis, and heuristic evaluation to analyze the site, including navigation to immensely improve existing site design and usability.

YMD, Marketing Team including Brand Improvement

Roles: Project Manager, Graphic Designer, Event Coordinator

Tools Used: Figma, Jira, Illustrator, Google Sheets, Google Drive, Zoom

- Analyzed strict brand guidelines and received gratitude from owner when presenting improvements.
- Connected with CEO weekly to review what techniques were successful and get updated promotions, delegated to my content writer and finalized the design to print or post.
- Coordinated events by creating RSVP pages, announced event at peak viewing times, organized items needed, delegating purchases, and organized staffing.

FLORIDA STATE PARKS, School Assignment | Please see portfolio for complete Case Study

Roles: User Experience Researcher, User Interface Designer

April '21 - May '21

Tools Used: Figma, Trello, Google Suite, Zoom, Miro

- Determined to improve a frustrating but useful site for users, began by strategizing an in-depth system analysis.
- Conducted competitor analysis and many user interviews, revealing that the scope needed to be improving the camping reservation process.
- Integrated a system that recommended tailor-made camping experiences and simplified booking.
- Developed an easy-to-find campgrounds and experiences tab that allows users to quickly choose where to stay or plan their trip according to their interests.

Work Experience

INFINITE LABS DIGITAL - Marketing Firm, (Winter Park, FL / Remote) May '22 - Current
User Experience & User Interface Designer, Project Manager, Graphic Designer, Marketing Consultant, Web Developer

- Developed, organized, maintained and implemented many processes and systems, which improved teamwork efficiency, reduced confusion, produced more market content, and increased sales.
- Reviewed the deliverable with CEO and/or client, generated interview questions for specific task, used discovery questions to uncover what is necessary for the scope and provided constructive feedback to my team's graphic designer and content creator throughout the approval process.
- Designed whenever necessary, to accomplish sprints and alleviate the graphic designer's workload.
- Annotated and updated websites to follow user experience guidelines and ensure functionality.
- Managed multiple projects simultaneously, with various deadlines, while ensuring to analyze every detail and maintain clear communication with clients, vendors, executives and my creative team.

HIPPI NIKKI WEB DESIGNS - Freelance, (Remote) May '21 - Current
User Experience Researcher, User Interface Designer, Web Developer, Project Manager

- Continuously working with local businesses to increase sales or display information
- Produce deliverables that align with stakeholders' requests, resulting in a beautiful site with a satisfied client

WYNDHAM DESTINATIONS, Travel Agent (Work at home) Nov '19 - Oct '20

- Consulted 200+ clients per week with travel plans while keeping detailed notes to hold integrity and ensure a smooth itinerary
- Recognized by the manager for commitment to customers and high satisfaction survey scores!
- Solved problems and overcame obstacles securing that client's needs were consistently met

A DAY AWAY KAYAKING TOURS, Lead Tour Guide, Trainer (Melbourne, FL) March '18 - Oct '20

- Presented safety procedures to large groups of patrons at night with confidence and high energy.
- Trained guides to paddle confidently, to ensure a safe tour even when emergencies arose.

PONTELL INSURANCE AGENCY, Administrative Assistant (Oviedo, FL) April '15 - Oct '19

- Communicated and calmed irate customers professionally while discovering and validating needs
- Solved billing issues, policy confusion and who needed to be contacted, resulting in less call backs
- Maintained profiles in a CMS, contributing to positive customer experience with 100+ customers /wk

DIAGEO, Marketing Associate (Throughout Central FL) Feb '15 - July '16

- Comprehended company culture to become a confident, competent, and reliable consultant.
- Self-managed entire event with completion responsibilities and follow up analysis.

HILTON GRAND VACATIONS, Recreation/Activities Attendant (Orlando, FL) Oct '13 - April '14

- Coordinated daily schedules and activities while keeping them organized and on time.
- Enforced leadership in decisions and instructed families during high-energy events.

Education

- University of Central Florida, May 2021
User Experience Researcher |
User Interface Designer Certificate
- American Canoe Association Certificate
- Seminole State College - Studied Psychology
- Oviedo High School

Soft Skills

- Maintain positive guest relations while focusing on attention to detail
- Divergent thinker and hard-wired for organization
- Collaborative team leader keeping time management a priority
- Solve problems innovatively and efficiently, while being agile in diverse scenarios
- Patient and an active listener

Thank you for your time and consideration!