

NICOLEMAYNARD

RING (630) 251-8821

SEND NICOLE@NB-STUDIO.COM

TWEET @PUNKYNIXTER

SKILLS

Wireframes, site maps, all facets of user research and usability testing, use cases, user stories, content inventory, competitive analysis, interaction design, information architecture, prototypes, creative direction, visual design, project management, strategy, presentation, leadership, mobile, desktop, native, web, Lean, Agile and Waterfall methodologies

PREVIOUS CLIENTS

Astellas, American Dental Association, Advocate Healthcare, Beam Global, The Bradford Exchange, Calphalon, Coca-Cola, Goody, Hyatt, Jones Lang LaSalle, MillerCoors, Leo Burnett, PayPal, Rolodex, Sharpie, The Australian Ballet, Wyndham Endless Vacation Rentals +

EXPERIENCE

GE Capital - Chicago, IL

PRINCIPAL INTERACTION DESIGNER, JANUARY 2014 - PRESENT

Supported the UX Center of Excellence growth through process establishment, mentored and supported team members, built partnerships and evangelized experience design across multiple businesses verticles. Lead full design cycle for products with high visibility and market value from discovery through product deployment. Filled roles of business analyst, quality assurance and project manager and was positioned as a strategic business partner and liaison for both the business and development teams.

- Mentored team of lead designers and taught research, interactive solution techniques and communications skills which raised team skill level, quality of deliverables and improved relationships with business partners
- Developed heuristic scorecard to find and quantify improvement areas in digital solutions and show best improvement approaches
- Facilitated numerous stakeholder research sessions which included interviews, design studios and workshops
- Planned and held various forms of user research including usability testing, contextual inquiry interviews, workshops and focus groups
- Collaborated with data scientists and used big data to create multi-channel solutions that served up meaningful visualizations to help customers evaluate asset performance and make suggestions for improvement; this award winning solution won new business 3 months after announcement: Weir Oil & Gas \$60k, Red Bull \$800k, Chevron \$2-3MM and Erosion Avoidance Lorillard \$1MM
- Simplified and redesigned proprietary GE application which enabled mobile access, decreased task completion time by 75%, cut development time by 6+ months and increased usage by an average of 32% during initial release

Slalom Consulting - National

USER EXPERIENCE SOLUTION ARCHITECT, JULY 2011 - JANUARY 2014

First UX designer at Slalom Chicago, led a small team that provided full spectrum UX consulting including strategy, user research, information architecture, interaction design and visual design for a variety of clients in various industries. Based on quantitative and qualitative user research, created and validated information architecture and experience design for websites, intranets and productivity apps across varied devices.

- Built a small experience design team from the ground up, oversaw deliverables, allocation, growth and mentorship
- Evangelized UX to Slalom Chicago leaders and business developers, created UX market strategy to win millions of dollars worth of business
- Created and implemented a standardized user centered design process which ensured consistency, managed team expectations and scope
- Participated on national UX leadership team to reduce duplicate work and increase resource utilization
- Conducted stakeholder interviews and workshops to gain information necessary to write request for proposals, pitches, statements of work, project roadmaps, gather business requirements and build relationships
- Facilitated user research, gathered insights that informed user requirements such as site maps, wireframes and prototypes
- Applied cumulative data to create engaging designs that consistently met business and user goals, on time and on budget
- Conducted usability tests that answered business questions, ensured ease of use and the achievement of business goals per project

Rightpoint - Chicago, IL

LEAD USER EXPERIENCE DESIGNER, OCTOBER 2010 - JULY 2011

A true beginning to end experience at a young consulting firm, I supported the growth of its new digital marketing agency.

- Conducted user research to support the design of site structure, information architecture and interaction design
- Used research to back design solutions that met clients' needs that included collaboration, branding and improved conversion rates
- Went beyond job responsibilities and maintained sites through CSS and HTML to relieve scope creep for teammates
- Presented conceptual and end products to internal team and clients that gained internal support and won business
- Led the design and collaboration of the company's new brand vision, website and full set of identity products that supported their market campaign and ensured a successful entrance into the user experience design industry

Lynch² - Bartlett, IL

LEAD WEB DESIGNER, OCTOBER 2007 - NOVEMBER 2009

Gained an immense amount of experience at an interactive agency designing for large Fortune 500 clients down to small 'ma and pa shops'. Personally brought back clients, maintained strong client relationships and consistently raised the bar of delivered solutions.

- Created brands, assisted with marketing strategies, presented concepts to C-level audiences to sell ideas and win business
- Built information architectures for complex information based sites and e-commerce websites that increased engagement and conversion
- Designed interactive layouts, working closely with developers while overseeing projects from start to finish
- Created a specialized brief that improved discovery and design process by increasing client communication and reducing scope

Freelance - Worldwide

CREATIVE DIRECTOR, APRIL 2004 - JULY 2011

Self employed as an illustrator, graphic designer, information architect, UX designer and UI developer for a wide variety of clients. Gained immense experience in project management and creative leadership; grew invaluable skills of strategy, communication, sales and building and maintaining client relationships. Sharpened design skills to solve multifaced problems across a multitude of industries.

- Designed websites, campaigns, mobile sites and digital strategies that improved conversion and usage rates by 40-70%
- Created education materials for early education and employee training to meet reduced budgets and increase collaboration
- Designed products for a wide assortment of collectibles including trains, figurines and architecture increasing customer subscriptions

COMPUTER PROFICIENCY

Omingraffle, Axure, Photoshop, Illustrator, InDesign, Dreamweaver, Rally, MS Office | familiar with HTML, CSS, Javascript, Flash

TOOLS

Mac, pencils, paper, sharpies, post-its, whiteboards, paper prototypes, design libraries, post-its, post-its and of course, more post-its

SPEAKING ENGAGEMENTS

UX Career Panel

WHERE'S THE FIELD HEADED AND HOW DO YOU STAY CURRENT, MARCH 2015

Chicago Camps: Prototype Camp

PROTOTYPE TESTING: WORKING SMARTER, NOT HARDER SEPTEMBER 2014

World Information Architecture Day

GROW HAPPY, FEBRUARY 2015

SharePoint Fest - Invitation to speak

DESIGNERS VS. DEVELOPERS, NOVEMBER 2013

EDUCATION

Illinois Institute of Art - Schaumburg, IL

BFA, VISUAL COMMUNICATIONS
Cum Laude, Dean's List, President's List

TRAINING

Leadership Development Course

GE CROTONVILLE, 2015
Based on senior leadership nomination

College of DuPage - Glen Ellyn, IL

ADVERTISING, DESIGN & ILLUSTRATION
Dean's List, President's List

Presentation Skills, Think on Your Feet

GE CROTONVILLE, 2014-2015

ACTIVITIES

UXPA Chicago

CHAPTER PRESIDENT, SEPTEMBER 2012 - PRESENT

AWARDS & ACHIEVEMENTS

Colors Award - GE Capital IT

INTERNAL AWARD, 2014

IXDA

MEMBER, MARCH 2007 - PRESENT

GDUSA Award Winner - 3 Categories

IDENTITY, ICONOGRAPHY, INVITATIONS & CARDS, 2011

Flint Creek Wildlife Rehabilitation

BIRD RESCUE AND RECOVERY, FEBRUARY 2013 - PRESENT

Search Engine Watch Award

BEST SOCIAL MEDIA MARKETING CAMPAIGN, 2009

