nicholas carbone

ui / ux design

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➕ summary

To obtain a position in an organization where I can utilize my creativity and technical knowledge to develop cutting-edge media with emerging technologies.

➕ employment

Prove (Formerly Payfone) · New York, New York
UX Designer – October 2019 to Present

- Led the redesign of a multi-million dollar premier brand. Using Adobe Illustrator and XD, designed the logo, website, style guide, and all brand and sales assets. Executed launch and delivery.
- Utilized Figma to create and collaborate on all assets used in marketing initiatives and to build interactive demos for a portfolio of 1,000+ enterprise customers, including 8 of the top 10 US banks.
- Designed and developed marketing campaigns and landing pages that propelled the company to an increase in client acquisition and web traffic by 238%.
- Collaboratively worked with engineers to plan and design multiple high priority product roadmap items. Utilized Zeplin to ensure seamless handoff between designer and engineers.

New Jersey Infrastructure Bank · Princeton, New Jersey
UX Designer – May 2019 to October 2019

- Designed and shipped a multimillion dollar financial software product with a strong focus on simplifying complex user-flows and enhancing usability.
- Responsible for all UI design decisions to create visually stimulating and engaging designs.
- Worked closely with PMs, POs, and engineers from conception to early implementation: establishing timelines and consensus from all parties around product flow, technology limitations, and goals for research.
- Documented all design and user research materials using Confluence to ensure consistency and to facilitate agile collaboration.
- Created visual materials such as interactive presentations, logos and press release emails.

Impact Six · Philadelphia, Pennsylvania
UI / UX Designer Co-Op – May 2018 to September 2018

- Consulted with clients to understand their goals and establish a central design for their product.
- Designed wireframes, storyboards and screen flows.
- Designed rapid product prototypes and conducted usability testing.
- Analyzed user activity and feedback, to enhance the user experience.

➕ projects

HotTub App

- Successfully launched app to the Apple App Store where we obtained a thriving user base of 180 users within the first month.
- Fully designed and built a mobile social media application focusing solely on the users location.
- Responsible for shaping HotTub's design vision and direction.
- Implemented agile methodology for feature design collaboration for initial implementation.
- Conceptualize and design thoughtful user experiences and interfaces for both mobile and web.
- Work closely with the Engineering team to ensure a high-quality user experience.

NJ-Moves

- Owned end-to-end Ui/Ux design for a responsive software solution that provides project and funding application management for all Department of Transportation (DOT) projects across New Jersey.
- Identified UX requirements with Product Owners and led user research interviews.
- Designed well thought-out solutions to complex user-flows and usability challenges.

➕ portfolio

www.nicholascarbone.com

➕ skills

UI / UX DESIGN

HTML & CSS
Sketch
Adobe XD
Lottie Animations
After Effects
Zeplin
User Testing
Usability Testing
User Flows
UX Principles
InVision
Lucid Chart
HubSpot

OTHER

Agile Methodology
Jira
Confluence
Google Analytics
Adobe CC
Figma
Adobe Photoshop
Adobe Illustrator
Powerpoint / Keynote
Excel
Windows / Mac Operating Systems

➕ education

Montclair State University
Bachelor of Science, Major in Information Technology, Minor in Computer Science

Rochester Institute of Technology
New Media Interactive Development