

Nicole Fieger

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Senior UI/UX designer with over seven years of creating innovative digital experiences for brands in the B2B industry.

Work Experience

DESANTIS BREINDEL

Senior Designer – UI/UX // January 2021–Present • New York, NY

Designer – UI/UX // March 2019–December 2020 • New York, NY

- Design lead on 7 client websites. Developed all the user interface designs and style guides for each site. Ensured all design files were production ready and delivered on schedule. All websites were designed to be Americans with Disabilities Act (ADA) compliant and be fully responsive.
- Collaborated with UX lead and strategy team on wireframing and prototyping 6 client websites based on their findings. Also performed competitor audits to determine industry trends and best practices.
- Created additional production ready assets specific to the website which included sourced stock photography and custom iconography and illustration. Also provided asset specifications and templates to clients when needed.
- Worked with external developer team to ensure proper execution of design materials including documenting website specifications for intended look and function and performing user acceptance testing, '

MYRIAD360 (FORMERLY MYRIAD SUPPLY)

Design Manager // April 2018–March 2019 • New York, NY

Graphic Designer // November 2014–April 2018 • New York, NY

- Designed company's e-commerce website. Worked closely with both internal and external technical resources over the 9-month development period.
- Optimized marketing campaigns by creating over 15 custom email and landing page templates according to web best practices. Templates were user-friendly, fully responsive, and optimized across all email and browser platforms.
- Was responsible for all visuals related to the Myriad360 brand including:
 - Developing and updating brand guidelines on a quarterly basis,
 - Creating event assets such as digital invites, trade show displays, environmental designs, branded giveaway items, and printed collateral for 2-4 events per month. Worked with printers to ensure timely delivery of materials.
 - Designing all presentations and briefs used by the sales team. Worked closely with sales leadership on prioritizing content development.

FREELANCE

Design // 2014–Present • NY

- Developed a brand identity and WordPress website design for an e-commerce glasses company.
- Designed and coded a WordPress website including 10 custom illustrations for the Dutchess County school system's "No Child Left Inside" program showcasing the 9 video podcasts created by students.

THE LATHE INC.

Design Intern // June 2013–August 2013 • New York, NY

- Aided in the design of the company's website and other identity assets.
- Worked with Art Directors on client projects such as flash banner ads and mobile application mock-ups.

Skills

Design:

Typography, user interface, iconography, responsive design, prototyping, photo editing, ADA compliance, wireframing, illustration.

Coding Languages:

CSS, HTML.

Design Software:

Adobe Creative Cloud (Photoshop, InDesign, Illustrator, XD,) Sketch, InVision, Figma

Other Software:

G-Suite, Microsoft Office (Word, PowerPoint, Excel,) WordPress, Craft, Trello, Asana, Jira, Airtable, Pardot, Marketo, Windows and Mac OS.

Education

SCHOOL OF VISUAL ARTS – CONTINUING EDUCATION

Fall 2016

"Brand Identity: Creating an Image" course

STATE UNIVERSITY OF NEW YORK AT NEW PALTZ

Spring 2011–Spring 2014

Bachelor of Fine Arts in Graphic Design