

Nolan Palmer-Smith | UI/UX Designer

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Professional Summary

UX Designer motivated by challenging projects and iterating on quick deadlines. My background in sustainable design systems involved fast-paced design and installation of green roofs in NYC. At the same time, my experience as a health coach honed my skills in understanding client needs and creating tailored workouts. This combination of expertise allows me to craft user-centric designs efficiently and effectively, ensuring functionality and user satisfaction.

SKILLS

- **UX Design & Research:** Advanced proficiency in User Experience Design, User Interface Design, and User Research. Skilled in creating design systems, journey mapping, wireframing, prototyping (Figma, Adobe XD), and usability testing. Experienced in using data and user feedback to inform design decisions and improve user satisfaction.
 - **Tools & Software:** Expert in Figma for UI design and prototyping. Proficient in FigJam, Adobe Color, Maze for user testing, and Trello & Jira for project management. Familiar with Keynote for presentations and Canva for graphic design tasks.
 - **Essential Skills:** Combining Agile & Scrum frameworks with design thinking methodologies to foster innovative, user-focused solutions. Demonstrated strength in communication, collaboration, empathy, and user advocacy, ensuring seamless teamwork and profound user engagement.
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RELEVANT EXPERIENCE

UX Lead | Camp Quest | February 2024 – Present

- Spearheaded a 3-week design sprint, collaborating with engineers and stakeholders to develop the Camp Quests website and pitch deck from concept to prototype, significantly enhancing user experience and aligning with business goals. Our collaborative approach and user-centric design strategies are poised to attract investment by demonstrating a compelling product vision.
- Executed comprehensive user research and leveraged UX/UI design principles to craft intuitive solutions, directly contributing to a compelling pitch to secure \$1 million in funding from investors, marking a pivotal achievement in Camp Quest's journey in the tech industry.

Design Lead | Qoria Dance App (Project at General Assembly) | January 2024.

- Led a three-week design sprint as the design lead, focusing on creating an intuitive onboarding experience for dance teachers. Collaborated with a team of four, designing and implementing streamlined user flows and wireframes, resulting in a user satisfaction score of 90%.

Research Lead | REI Climbing App (Project at General Assembly) | December 2023

- Spearheaded market and user research for developing an intuitive app for the rock-climbing community. Conducted surveys and interviews with 15 participants, leading to a user-friendly app with a 95% approval rating from usability testing.

Project Manager | Bunger Surf Shop (Project at General Assembly) | November 2023

- Independently led a two-week UX redesign for Bunger Surf Shop's e-commerce website, leveraging Figma for interface design and prototyping. Achievements include a 20% reduction in average checkout time and a 7-point increase in user satisfaction scores.

Health Coach/Business Owner | Nolan Fitness | New York, NY | September 2001 –October 2023

- Pioneered the transformation of personal training services into a thriving online fitness platform, utilizing UX design and digital marketing strategies to achieve a 25% increase in annual revenue and an 85% client retention rate.
- Fostered a client-centric service model, integrating user feedback and UX principles into program design, leading to a 95% satisfaction rate and notable business growth.

Director of Business Development | Adaptive Green | New York, NY | October 2016 –October 2019

- Led strategic initiatives for sustainable urban development projects, achieving a 30% growth in business opportunities and a 25% expansion of the client portfolio through effective partnership building and stakeholder engagement.
- Championed user experience strategies in client interactions, enhancing project delivery efficiency by 20% and strengthening client relations.
- Spearheaded the sale and installation of a green roof for the United Nations building in New York City, managing the process from initial cold call to project completion, demonstrating exceptional sales acumen and project management skills.

EDUCATION

General Assembly | User Experience Design Immersive | Remote | October 2023 – February 2024

- Completed 500+ hours of expert-led instruction in UX/UI design, user experience research, project management, and design fundamentals, including the industry's most in-demand technologies.

English Literature | The New School | New York, NY | 2002 - 2006

- Completed 90 credits towards a Bachelor's Degree in English Literature with a 3.87 GPA. Engaged in rigorous coursework that honed critical analysis, creative thinking, and advanced writing skills, preparing for complex problem-solving and effective communication in professional settings.