

Nicholas Draney

UX DESIGNER

801.243.6825
ndraney@gmail.com

PORTFOLIO

www.nicholasdraney.com

SKILLS

User Experience Design, Visual Design, Visual Storytelling, User Research, Layout Design, Wire-framing, Rapid Prototyping, Project Management, User Interface Design, Interaction Design, Web Design, Mobile Applications, Journalism, Publishing, Photography, Videography, HTML & CSS

EDUCATION

General Assembly
UX Design Immersive

Brooks Institute of Photography
B.A. Visual Journalism

University of Utah
B.A. English Literature

TECHNOLOGY



90%

70%

65%



75%

80%

PROFILE

I'm a UX/UI designer with a passion for visual storytelling and a journeyman's knack for problem solving in fast-paced environments. My previous experience as a photojournalist and photo editor has taught me to tell others' stories accurately, empathetically and on deadline.

EXPERIENCE

Freelance for Draney Design, LLC

6/2016 - Current

- **HEROCLIP:** UX work on desktop and mobile e-commerce platform Shopify, general visual design work on marketing materials including POP packaging, product packaging, photographs and other promotional materials.
- **Dupla Studios:** Assisted with UX research on a benchmark study and usability test for a cloud based platform. Diagnosed top ten problem areas in the tool we studied as well as small framework bugs that were inhibiting users successfully completing tasks. Wrote preliminary and final reports for client and final presentation deck.

Cider Expert

3/2016 - 4/2016

- Visual design lead for desktop website re-design as well as POC between 4 person UX team and client. Created brand new mobile responsive site with coherent design between applications. Completed initial domain research and testing, plotted data, developed persona hypothesis, concept map, wireframes, proto-typing with Sketch, usability tests (including in-the-wild testing), iterating and redlining.

Microsoft

11/2012 - 1/2016

- Sourced, licensed, edited and published media content to one of the most heavily trafficked websites in the world: msn.com, as well as Bing and native News and Sports applications. Team lead on nights and weekends.

Standard-Examiner

10/2008 - 11/2012

- Photojournalist at a medium sized newspaper (60,000+ subscribers) shooting daily assignments as well as short- and long-term video projects.