

NICOLE LEGARRETA

UX/UI DESIGNER

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EXPERIENCE

Legacy.com

UX designer (April 2016 - Present)

Supported Legacy's product, ecommerce, traffic, content and marketing teams with successful UX/UI design solutions

Took the lead design role on Legacy's editorial site redesign and created an improved styleguide for web accessibility

Took a lead design role on Legacy's B2B site and implemented the design updates directly in Wordpress

Increased revenue of a consumer facing product by \$11,000+ per/ day by utilizing UX skills to substantially boost social referrals

Designed an optimized homepage experience

Customized a Legacy product and mobile app experience for its partners at Forest Lawn

Designed and maintained an internal design team wordpress site

Delivered high-converting advertisements for Legacy and for its partners, including: Ancestry, MyHeritage, Edible Arrangements, various newspapers, funeral homes and non-profit organizations

Smart Living Company

Graphic Designer (October 2012 - January 2016)

Boosted product sales through the design of various marketing materials, including: landing pages, email blasts, web banner creatives, flyers, magazine ads & video promotions

Designed and produce product catalogs ahead of print deadlines

Increased product appeal by professionally retouching and compositing product photos

SKILLS

User Experience Design

User Interface Design

Mobile Responsive Design

Creative Problem Solving

Visual & Graphic Design

Information Architecture

Wire-framing

Prototyping

Web Accessibility

Advertising & Marketing

Logos & Branding

Motion Graphics

Agile Methodology

HTML + CSS + PHP

PROGRAMS

Sketch Zeplin

Invision Illustrator

Photoshop InDesign

After Effects Abstract

Wordpress MS Office

Bootstrap Jira

EDUCATION

California State University,
Northridge

Bachelor of Arts Degree

Graphic Design Concentration

Honors - Cum Laude