

NICOLE SMITH

 nicolesmithuxportfolio.com

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 (585) 350-9296

DESIGN SKILLS

Persona
Journey Map
Sitemap
Userflow
Information Architecture
Ideation
Wireframing
Responsive Design
Accessibility
UI Design

RESEARCH

Interview
Competitive Analysis
Survey
Usability Testing

TOOLS

Figma
Sketch
Axure
Adobe XD
MURAL
InDesign
Illustrator
Photoshop

EDUCATION

Springboard UX/UI Career Track Certificate

Sept 2020 - June 2021 - Online

Alfred University

Aug 2010 - May 2014 - Alfred, NY

Bachelors in Art & Design, concentration in Graphic Design, minor in Education

Graduated Cum Laude, Final GPA 3.54

DESIGN EXPERIENCE

Wegmans Food Markets - UX/UI Designer

June 2025-Aug 2026 - Rochester, NY

- Conducted user interviews to uncover employee motivations, behaviors, needs, and pain points; synthesized qualitative data through affinity mapping to develop employee personas and inform user-centered design decisions.
- Evaluated the employee user experience of the existing employee portal and benchmarked workflows, goals, and pain points across key employee tasks to identify opportunities for improvement.
- Translated research findings and user insights into intuitive UX solutions and iteratively refined designs based on usability testing and feedback.
- Applied established style guides and UI principles to enhance existing employee tools, creating clearer, more visually cohesive interfaces and a smoother, more intuitive user experience.

Xerox - UX/UI Designer

May 2021-Sept 2024 - Webster, NY

- Collaborated with Product Owners, System Engineers, Developers and Graphic Designers to create exceptional user experiences on Web and Local Devices for business class of Xerox multifunction printers.
- Participated in the design process from researching feature/product requirements to creating journey maps, userflows and wireframes to final UI designs and validation of prototypes.
- Created final designs according to Xerox design system standards, documented final behavior requirements and design details to hand off to development.

SafeMode - UX Designer

July 2021 - Remote

- Designed an information dashboard for trucking fleet managers, incorporating user research, detailed user flows, and high-fidelity UI designs to enhance usability and operational efficiency.
- Leveraged user-centered design principles to translate complex data into intuitive visualizations, enabling fleet managers to make data-driven decisions.

Websites by Nicole Smith - Graphic and Web Designer

Sept 2014- May 2021 - Rochester, NY

- Partnered with clients to identify key challenges and deliverables
- Created client consultation process to reduce project onboarding time and drive efficiency.
- Conceptualized, designed, and developed custom websites tailored to effectively engage and resonate with target demographics, ensuring optimal user experience and brand alignment.

CERTIFICATIONS

LUMA Institute's Practitioner Certification Program

Certified Practitioner of Human-Centered Design - Issued July 2023