

# NICOLE VENDELIN

User Experience (UX) Designer and Researcher

nicolevendelin.com  
nvendelin2@gmail.com

## WORK EXPERIENCE

### EDUCATION

**Google UX Certificate** (Pursuing)  
*UX Certification in Interaction Design*

**Nielsen Norman Group Certification (NN/g)** (Sept 2021)  
*UX certified in Interaction Design*  
Credential ID: 1041231

Courses:

- *The Human Mind & Usability*
- *Generating Big Ideas with Design Thinking*
- *Storytelling to Present UX Work*
- *Information Architecture*
- *UX Basic Training*

**School of the Art Institute of Chicago (SAIC)** (May 2019)  
*BFA in Multidisciplinary Design with a focus in product design*

### SKILLS

- UX Design
- UX Research
- Design Thinking
- Information Architecture
- Journey Mapping
- Collaborative Critique
- Product & Visual Design
- Human Centered Design
- UX Psychology
- Prototyping
- Ideation
- Fabrication

### TOOLS

- Adobe Suite
- Sketch & Figma
- Mural & Miro
- Centiment (Quantitative)
- Respondent (Qualitative)
- Indeemo (Ethnography)
- Survey Monkey (Qualitative)
- Zoom (Webinars/Breakouts)
- Google Suite
- Microsoft Office
- iMovie
- Wix

### PUBLICATIONS

"An Internship During A Pandemic"  
medium.com (June 2020)

### UX RESEARCH ASSISTANT:

#### Amplified by Design (Feb '20 - Present)

Contributes to the design & daily operations of UX research for Amplified clients such as; eBay, Nike, JoyRX, Keurig & GM. (Began as an Experience Design Intern, Feb - May '20)

- As **UX Research Assistant**, I manage recruitment of research participants based on client criteria. I also co-design screeners for recruitment and manage customer research interview logistics. Additionally, I organize qualitative/quantitative data and create summaries of key findings discovered during the studies. For example, I conducted a usability heuristics evaluation of eBay's product listing pages on Android/iOS and made design recommendations.

### DESIGNER / RESEARCHER / PRODUCTION ASSISTANT:

#### CableLabs (Oct '19 - Present)

Contributes as member of the production staff for "Innovation Bootcamp", a week-long and bi-annual innovation training and Innovation sprint event for employees & members of CableLabs. (On-going contract, occurs two times a year, each for about 6 weeks. I've completed 7 Bootcamps.)

- As **Experience Designer**, I create event content based on the topic & location (ie. In-person, virtual, or hybrid). This includes; informational journey maps and detailed schedules that make complex event logistics easy to understand. In addition, I develop graphic designs such as: Zoom virtual backgrounds for attendees/speakers, Zoom immersive views for panelist, PPT slide deck design, signage and handouts.
- As **Researcher**, I provide end customer quantitative & qualitative research support for in-person or online customer research event across multiple topics. As well as design content for the research event including; briefing packets for innovators to prepare for end customer interviews and a complex multi-team Zoom-based customer research event rotation schedules.
- As **Production Assistant**, I provide support to the Event Director. This includes planning, event setup, content distribution via Slack & Zoom chat, Zoom breakout rooms, meeting logistics, and event documentation via video/photo.

### STUDENT RESEARCHER:

#### SAIC Studio Partnership with Bosch (Jan - May '19)

- As **Student Researcher**, I researched the latest advancements in the mobility industry, and studied local urban mobility using Arduino and particle sensors. And I conducted ethnographic observation in Chicago IL & Austin TX (SXSW) and presented findings / recommendations to executives at Bosch.

### PRODUCT DESIGN INTERN:

#### Surge Innovations, LLC (Feb - May '18)

- As **Product design Intern**, I identified eye catching ways to promote/ market products and branded sales displays. I visually realized these products and displays in Adobe Creative Suite & Autodesk Fusion 360 Modeling. As well as, provided PowerPoint presentation development and support for concept pitches to large internal teams and clients.