

NICOLE MINGLE

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Nicole is a Digital Designer at Woodstream Corporation with 5 years of experience in corporate design and marketing. She earned her MPS in User Experience Design from the Maryland Institute College of Art. If she were to have a tagline, it would be “**Setting People Up for Success**”. As a designer, she sets users up for success by bringing Woodstream’s e-commerce sites up to usability and accessibility standards, streamlining their shopping experience, and connecting them with the right product for their needs. As a coworker, she sets her teammates up for success by celebrating with them on their good days, offering support on their bad days, and providing assets or technical tips that simplify their daily workflows. As an employee, she sets Woodstream up for success by creating marketing assets that outpace competitors using industry-leading tools that are primed to grow with upcoming business initiatives. Her toolbox of design software proficiencies includes Figma, Adobe XD, Photoshop, Illustrator, InDesign, Dreamweaver, and Premiere Pro, along with collaborative tools FigJam, Miro, and Mural. She delights in experimenting with new programs and integrating artificial intelligence tools into her workflow.

EDUCATION

M.P.S. in User Experience Design | Maryland Institute College of Art April 2022
B.A. in Communication Studies, minor in Visual Design | Grove City College May 2019

WORK EXPERIENCE

UI Designer | Woodstream Corporation, Lancaster, PA June 2021 – Present

- Conducted competitive analyses to show stakeholders where our digital solutions stood in the marketplace.
- Synthesized heat maps and data analytics findings to identify strengths and weaknesses in the email newsletter’s performance.
- Introduced digital design and developer teams to industry-standard tools with learning materials and one-on-one instruction.
- Iterated interactive prototypes with stakeholders to deliver high-fidelity designs, with a coherent tone of voice.
- Crafted research findings into digestible documentation for sharing with audiences of varying involvement.

Graphic Designer and Jr. Brand Strategist | Janome America Inc., Mahwah, NJ July 2020 – December 2020

- Prioritized product development and marketing tasks for Janome’s top-of-the-line product, ensuring a timely launch.
- Utilized varying channels of communication to effectively troubleshoot with business partners, debrief stakeholders, and give feedback to teammates.
- Applied an understanding of business goals and consumer behavior when pitching new ways to reach untapped audiences.

Marketing Assistant | Janome America Inc., Mahwah, NJ September 2019 – July 2020

- Demonstrated an understanding of multiple audiences by designing deliverables for B2C and B2B customers.
- Collaborated with fellow creatives, developers, and business partners, balancing stakeholder needs with design best practices.
- Maintained content on both consumer and dealer-facing websites using WordPress and Epi CMS.

POST GRADUATE EXPERIENCE

M.P.S. in User Experience Design | Maryland Institute College of Art January 2021 – April 2022

- Applied fundamental UX research and design methods, using self-taught, industry-standard tools.
- Presented informative and engaging project briefs and case studies to peers.
- Took on the project manager role to facilitate group meetings, keep the project on track, and set teammates up for success.
- Drafted an eight-week project timeline that took the project through the UX phases of discovery, definition, design, and delivery.
- Prototyped solutions, based on user research and usability testing insights, that provided a positive user experience while meeting project goals.