

# Colleen Nelson | UX Designer

941.524.2372 | colleenn.nelson@gmail.com | California, USA

linkedin.com/in/colleennelson | cnelsondesigns.com

## SKILLS

Consumer Research • Usability Testing • Project Management • Prototyping • Wireframing • User Flows • Alignment • Writing (UX & Creative) • Leadership • Time Management • Web Design

## TOOLS

Figma • Figjam • Canva • Adobe Suite • Trello • Microsoft Office • Google Workplace • Zoom

## PROJECTS

### Home Depot App: Design Upgrade

- Project Lead on team design
  - Managed roles and timelines, conducted research, and added DIY category to the app

### Do Good Be Good Website Redesign

- Information Architecture Lead & Research Co-Lead on team design
  - Conducted research and added section to the website educating users on AmeriCorps Segal Education Award

### Flight of Fancy Website Redesign

- Project Lead on solo design
  - Conducted research and designed the e-commerce site for artisan shop "Flight of Fancy"

## ACADEMICS

### General Assembly

Certification Program:

User Experience Design Immersive

Completed: 02/2023

### University of Central Florida

Bachelor's Degree:

Communications & Behavioral and Social Sciences

Graduated: 05/2018

## RELEVANT EXPERIENCE

### Book Travel & Go Feb 2023 - Present

#### UX Specialist (Freelance)

- User experience designer for travel agency
- User research and platform usability testing
- Consistent client consultation
- Desktop and mobile app prototyping

### TikTok July 2021 - October 2022

#### Trust & Safety Content Moderator

- Content analysis for major tech company
- Direct regulation of content containing harmful misinformation
- Data analysis and reporting
- Policy training and education for various company employees
- Productivity tracking and asset organization

### Spine & Orthopedic Specialists of Tennessee April 2020 - July 2021

#### Front Office Manager & Patient Care Coordinator

- Overseeing of front office responsibilities
- Office staff management
- Patient scheduling and referrals
- Doctor licensing and legal correspondence
- Document creation and organization

### Aflac July 2018 - June 2019

#### Benefits Marketing Coordinator

- Licensed agent for health, life and disability insurance
- Selling AFLAC products and services
- Marketing via email, B2B and social media correspondences
- Independent and cross-functional team work