

# NICOLE PALAFOX

UX DESIGNER

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## EDUCATION

**DesignLab** • 04/2017 - 1/2018  
UX Academy  
Projects Portfolio — nicolepalafox.com

**University of Nebraska at Omaha**  
8/2010 - 5/2015

Bachelor's of Fine Arts in Studio Arts  
— Graphic Design and Art History

Recipient of Susan Thompson Buffett  
Scholarship and Cox Communication  
Scholarship — full-ride scholarship

Dean's List 2010-2011, 2013-2015

GPA 3.5

## PRODUCT/UX SKILLS

### RESEARCH

Interviews, User inquiry, Surveys, Heuristic  
Reviews, Market Research, Literary  
Reviews

### SYNTHESIZE

Personas, Empathy Maps, Affinity Maps,  
Storyboards, POV Statements, Usability  
Competitive Analysis, Competitive  
Analysis

### IDEATION & STRATEGY

Crazy 8s - Ideation and Storyboard, Rapid  
Design Thinking

### INTERACTION DESIGN

Sitemap, User Flow, Task Flow,  
Information Architecture

### INTERFACE DESIGN

Sketching, Wireframing, Moodboard,  
Branding, Style Tiles, Responsive Visual  
Design

## TOOLS

Sketch, InVision, Pen and Paper,  
Procreate, Principle, Marvel, Zeplin,  
Lightroom, Photoshop, Illustrator,  
InDesign,

## EXPERIENCE

**Design Lab Academy** — Product Designer Student Remote — 4/2017 - 1/2018

Devised and executed research plans for four different projects in four different domains, 2 responsive websites and 2 mobile apps.

User research included in-person and online interviews, surveys, market research, online research, and observations.

Analyzed and strategized in developing effective product solutions through a process of personas, empathy maps, storyboards, and competitive analysis.

Brought clarity and focus through the defining process by creating POV statements, ideation and storyboards in crazy eights, flows, wireframes, and prototyping.

**JLP Education Newsletter** — Graphic Designer Mokpo, South Korea — 1/2017 - 8/2017

Designed an online newsletter called "Bibimbap" in InDesign for Native English Teachers in the Jeollanamdo region of South Korea.

Photographed towns and events during production for design materials.

**Jeollanamdo Office of Education** — English Teacher Mokpo, South Korea — 8/2015 - 8/2017

Taught elementary students English reading, writing and speaking in two schools.

Created lesson plans, PowerPoint presentations, worksheets, guides, and activities to keep students motivated to learn the English language.

Planned camps, judged speech contests, writing contests, and ran an English Conversation club for fellow teachers in the school.

**Emspace Forge** — Creative Apprentice Omaha, NE — 1/2015 - 4/2015

Participated in a professional development program for college students where we explored the creative process and learned about collaboration, clients, strategy, branding, designing with the user in mind and communication on various platforms.

Accomplished creative exercises, networked with experienced professionals, improved our communication skills, and collected valuable career insight.

**University of Nebraska at Omaha Graduate Studies** — Graphic Designer 12/2013 - 4/2015

Worked with multiple university professionals in organizing and designing various in-office and campus materials.

Conceptualized and designed a variety of print to web-based projects ranging from promotional guides, advertising, brochures, business cards, pamphlets, posters, invitation cards, and newsletters.

**ConAgra Foods** — IT Intern Omaha, NE — 8/2013 - 8/2014

Integrated with the Supply Chain Planning team, the Project Management Office & Metrics team, and the Web Development team to learn about their roles and accomplish team projects.

Responsibilities included supporting the team with any internal issues, assisting with supplier assessments, learning various technology tools to accomplish tasks, and attending professional development workshops focused on learning goals and business management.

Tasked with design projects such as developing supplementary presentation materials and produced web illustration, project logos, web pages, and posters.