

Colleen Nelson | Digital Designer

colleenn.nelson@gmail.com | cnelsondesigns.com

linkedin.com/in/colleennnelson | USA

SKILLS

Web Design • Social Media Design • Content Creation • Sketching • Wireframing • User Research • Prototyping • Usability Testing • Project Management • User Flows • Alignment • Journey Maps • Writing • Presentation Design

TOOLS

Figma • Canva • Adobe Suite • Trello • Microsoft Office • Google Workplace • WordPress • Wix

UX PROJECTS

Home Depot: iOS App Redesign

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

Do Good Be Good: Website Redesign

- Information Architecture Lead & Research Co-Lead on team design
 - Conducted research with AmeriCorps alumni, managed project delegations and client correspondences, and added new section to website

Flight of Fancy: Website Redesign

- Project Lead on solo design
 - Conducted research and re-designed the e-commerce site for artisan retail 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

Right Brain Money

Feb 2024 - Present | San Luis Obispo, CA

Document & Media Specialist

- Finance website maintenance & design
- Document & asset management
- Social media planning

Book Travel & Go

Feb 2023 - Dec 2023 | Murrieta, CA

UX Designer & Researcher (Freelance)

- Freelance work for travel agency
- Website design and management
- User research and platform usability testing
- Consistent client consultation

TikTok

July 2021 - October 2022 | Nashville, TN

Content Moderator

- Content analysis for major tech company
- Curating a safe platform for users and creators on the app
- Data analysis, entry and reporting
- Productivity tracking and asset organization

Spine & Orthopedic Specialists of Tennessee

April 2020 - July 2021 | Nashville, TN

Front Office Manager & Patient Care Coordinator

- Logo design and social media marketing
- Staff management, training and payroll
- Document creation and organization

Aflac

July 2018 - June 2019 | Brentwood, TN

Benefits Marketing Coordinator

- Sales and marketing of Aflac products and services via email and B2B correspondence
- Presentation, social media and visual advertising design
- Business growth research