Nicole Bermeo
UI/UX Designer

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Professional Summary

Versatile UI/UX Designer creating intuitive, high-converting digital experiences. Expert in wireframing, prototyping, and user research, with a track record of boosting engagement and streamlining development. Skilled in Figma, Webflow, Wix, and responsive design, delivering efficient, accessible solutions in Agile environments. Bilingual in English and Spanish.

Experience

UX Designer - Tech Fleet | Jun 2024 - Present

- Designed 10+ wireframes and mockups in Figma, leveraging analytics and research to create an intuitive members-only portal.
- Presented designs to developers, ensuring feasibility and reducing rework; delivered developer-ready designs that streamlined compliance processes by 80%.
- Facilitated collaborative FigJam sessions with 10+ designers to optimize brainstorming, accelerate development, and integrate accessibility-compliant solutions.
- Evaluated 10+ design case studies to identify best UX practices, enhancing user retention across platforms by 30%.

UX Designer - Baddies in Tech | Jan 2024 - Sept 2024

- Figma wireframing and mockup design for a high-profile hackathon conference supporting women in tech, driving attendance to 600+ participants.
- Designed and launched a sleek, high-converting website for a tech conference, leading to a sold-out event with over 600 attendees and 80 presenters.
- Delivered a dynamic, interactive website that boosted user engagement by 75%, exceeding client expectations.
- Analyzed 10+ contemporary UX design trends to optimize padding and margins, eliminating redundancies and accelerating project timelines.
- Collaborated closely with developers to refine and adapt designs for practicality, enhancing execution efficiency by 5x.
- Consistently met or surpassed project deadlines by 100% across two major design initiatives, maintaining a high UX score post-launch.

Web Developer - StreetWaves | Mar 2023 - Apr 2023

- Engineered a fully functional Wix website from a provided Figma file, enhancing user experience and reducing drop-off rates by 50%.
- Streamlined project execution with structured communication methods, including biweekly Zoom calls with the founder, ensuring seamless deadline management.
- Conducted in-depth clarity interviews with the project's founder, boosting project awareness by 20%, elevating stakeholder satisfaction, and leading to on-time project delivery.

Tools

Figma | Notion | Canva | Adobe Suite | Miro | Webflow | Wix | Google Suite

Skills

Responsive Design | Interaction Design | Agile Methodologies | User Feedback Analysis | User Testing | Basic HTML and CSS | Wireframing | Prototyping | Spanish Fluency

Education

Google UX Design Certification - Coursera

Demonstrated excellence in hands-on training courses in User Experience (UX), User Experience Design (UXD), User Interaction Design (IxD), Prototyping, User Research, and Information Architecture.

References and Work Portfolio

Professional references and samples are available upon request!