

# Nicole Tebbutt | Product Designer

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## Work Experience

### Freelance Product Designer

Mar 2018- Present

- Managed projects simultaneously, meeting deadlines and delivering high-quality designs within budget and time constraints.
- Maintained a 100% customer satisfaction rate on the Upwork freelancing platform with glowing client testimonials, retaining return clients.
- Collaborated closely with stakeholders throughout the design process, incorporating feedback and iterating designs to meet clients vision and requirements.
- 20+ clients include: Fuse Washington, Bay Area Creative Foundation, Techrow, Digilock, Keylitix, Citizen Emoji IOS application, Creative Affair Design Studio, HREP inc.

### Graphic Designer University Credit Union

Mar 2022- May 2023

- Create visual assets for digital and print deliverables including: online ads for social media, web banners, email newsletters, flyers, banners and brochures.
- Honed expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign) while applying design principles, typography, color theory, and layout techniques.
- Delivered 50+ deliverables while simultaneously attending school and working on other freelance projects.

## Internships

### Product Design Apprentice at Upperstudy

Feb 2022- May 2023

- Collaborated with other designers in weekly design sprint UI exercises, iterating designs through rounds of feedback based on feedback from senior designers.
- Met weekly with cohort to present work and critique work of peers.
- Designed 7 high fidelity mockups and user flows in a 2 month span, resulting in improving craft skillset across product, UI, and visual design and project management.

### UX Design Apprentice at Literator

April 2018 - Sep 2018

- Initiated a three-month-long project to design and develop a new product feature with a team of 8; the feature increased user engagement by 10% and resulted in a 5% increase in product revenue.
- Led development for the companies first mobile app; designed 20+ screens and improved user retention by 30% in first month.
- Recruited for and conducted, 10+user interviews, synthesized findings into design iterations.
- Recruited users for user testing, conducted 3 rounds of user testing with prototype, delivered final design mockups to engineering team.

### Marketing Intern at DoTheBay

Feb 2017- Feb 2018

- Created weekly editorial content (30+ articles total) to help promote events, local businesses, cuisine, and popular ideas around the Bay Area.
- Increased site traffic by 10% by designing a Facebook advertising strategy, validating through A/B testing.
- Collected consumer data by analyzing trends and traffic through Facebook tools and Google Analytics, used this data to inform what content was reaching target audience.

## Education

CCSF

AA in Graphic Design  
2019-2022

General Assembly User  
Experience Design Immersive  
Certificate of Completion  
2018 (3 months)

San Francisco State  
BA in Cultural Anthropology  
2009-2014

## Skills

Affinity Mapping  
Agile Methodologies  
Client Presentations  
Competitive Analysis  
Heuristic Evaluation  
High Fidelity Mockups  
Interaction Design  
Paper Prototyping  
Pitching Solutions  
Rapid Prototyping  
Sitemapping  
Storyboarding  
Style Guides  
Teamwork  
Typography  
Usability Testing

## Tools

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
InVision  
Figma  
Google Analytics  
Linear  
Marvel  
Notion  
Principle  
Sketch