

NOLAN CARRION

PRINCIPAL DESIGNER

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SUMMARY & OBJECTIVES

15 years of experience in UX, Interaction, and Visual Design. I thrive leading teams to problem-solve mission-critical objectives through data-driven decision-making in highly collaborative environments.

SKILLS & SOFTWARE

Photoshop
Illustrator
InVision Studio
XD
Figma
Sketch
HTML / CSS
Typography
Invision
Craft
Flinto
Xamarin
Style Guides
Design Systems
Motion Design
Photography

Aug 2022
- Jan 2017

Beehive LLC PRINCIPAL UX DESIGNER

Launched a site redesign by creating and executing a comprehensive style guide with new logos, brand colors, font families, and UI library component styles.

Developed prototypes, test-scripts, and conducted user tests to collect feedback data. Used this data to iterate quickly and produce modern features that meet user needs.

The web app's information architecture was reorganized to create new, simpler user flows, which increased conversion and usability. Reported directly to the CEO and led various teams and consultants.

Photoshop Illustrator InVision Studio XD UserTesting Style Guides Design Systems

Aug 2016
- Sept 2014

Toastmasters International SENIOR UX DESIGNER

Designed and launched the official mobile application for members to perform their roles at club meetings, available on both Android and Apple stores using Xamarin.

Organized and implemented the beta launch of the company's website, gathering user feedback while acclimating members during the transition.

Modernized Club Central, a CMS tool that was previously form-heavy. The updates resulted in a 25% increase in conversion rates, and a significant decrease in the number of support calls received.

Photoshop Invision Craft Xamarin Flinto User Testing Keynote

May 2013
- Mar 2012

Kellwood Company WEB DESIGNER

Created online identities for various brands by expanding their art direction into websites, social media, and print materials. Art-directed lifestyle campaigns and product photo-shoots to align with the brand's vision and audience.

Increased E-commerce sales and email campaign conversion rates by revising checkout processes and A/B testing designs.

Designed for modern contemporary and high fashion creative brands, including David Meister, Rebecca Taylor, Vince, Lamb and Flag, Scotch and Soda, BLK DNM, and Zobha.

Photoshop Illustrator HTML CSS Style Guides A/B Testing Photography

Feb 2012
- Oct, 2006

Automotive.com / Source Interlink Media WEB DESIGNER / INTERACTION DESIGNER

Designed microsites, landing pages, and blogs that increased click-through rates of Classified Leads and Sponsored Ads to generate revenue.

Developed frontend styles using CSS, JS, and HTML.

Contributed to shaping and launching over 150 international high-traffic websites, including Motortrend, Truck Trend, Automobile Magazine, Automotive.com, IntelliChoice, Internet Auto Guide, Hotrod, Importuner, Lowrider, and Off-Road magazine.

Photoshop Illustrator HTML CSS

Oct 2006
- Jun 2003

The Art Institute of CA - OC EDUCATION

Bachelor of Science in Interactive Media & Web Design.
Member of the Interactive Media Design Club.
Student tutor and lab equipment tech.