



NICK GASSMANN

SENIOR USER EXPERIENCE DESIGNER,
SENIOR WEBSITE MANAGER



WORK EXPERIENCE

THE HARKER SCHOOL / JUNE 2009 – CURRENT

Senior User Experience Designer, Senior Website Manager

- Expertly create, document and communicate effective user personas, scenarios, wireframes, mock-ups, information architectures, prototypes and other design deliverables.
- Adeptly collaborate with other disciplinary teams throughout all stages of the design process on a variety of projects.
- Advocate for, plan and facilitate varying methods of qualitative and quantitative user-research, user and stakeholder interviews, usability testing and card-sorting with a variety of usability testing tools.
- Synthesize and communicate results throughout the design process that foster user-centered design improvements.
- Deliver complex, cross-platform and responsive designs for business portals, corporate websites, content management systems and enterprise software solutions.
- Influence and determine consistent design direction while helping reach consensus on project requirements and deliverables with all levels of stakeholders or management.
- Expert at project management that drives process orientation that reduces conflict and boosts team efficiency.
- Coach and guide teammates and stakeholders throughout the UX design process with strong communication and presentation skills.
- Regularly plan, design and craft promotional responsive email campaigns that are sent through a variety of email delivery systems.
- Concurrently manage and troubleshoot multiple Content Management Systems, including a network of WordPress installations, that deliver dynamic content to multiple user groups.
- Regularly conduct online market research and synthesize pertinent information for marketing decision making.
- Planned, built and managed a marketing content strategy that, alongside a strong information architecture, guided content that was both strong in SEO and communicating to users with the voice and tone of the business.

THE HARKER SCHOOL / JUNE 2006 – JUNE 2009

User Experience Designer, Website Manager

- Strategized and built the business' social media network.
- Collaborated with other disciplinary teams throughout all stages of the content management and design process.
- Advocated for, planned and facilitated varying methods of qualitative and quantitative user-research with a variety of usability testing tools.
- Synthesized and communicated results throughout the design process that fostered user-centered design improvements.
- Delivered cross-platform designs for business portals, corporate websites, content management systems and enterprise software solutions.
- Regularly planned, designed and crafted responsive promotional email campaigns that were sent through a variety of email delivery systems.
- Concurrently managed and troubleshoot multiple Content Management Systems, including a network of WordPress installations, that delivered dynamic content to multiple user groups.
- Regularly conducted online market research and synthesized pertinent information for marketing decision making.

THE HARKER SCHOOL / MAY 2004 – JUNE 2006

Web Generalist

- Collaborated with other disciplinary teams throughout all stages of the content management process while managing multiple content management systems that delivered content to different user groups.
- Maintained web content and other web based marketing entities.
- Developed web pages and ad campaigns that drove traffic to specific web pages.
- Managed web ad campaigns and associated the assets associated.



PROFILE

- Dedicated senior user experience designer and website manager.
- Confident and self-motivated decision maker who can work independently or as part of a team.
- Naturally inquisitive and highly creative
- Leads multi-tasking efforts on UX activities that are delivered on-time and on-budget
- Has a deep understanding of the process and rules of visual design
- Quickly understands varying business and user needs with a developed business sensibility
- Continually looks to improve those around him.



CONTACT ME

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PROFESSIONAL SKILLS

Expert with user modeling, research, discovery & analysis
User-focused & accessibility mindful designs
Knowledge of usability testing principles and methods
Expresses hierarchy & workflows for projects visually
Understands design limitations & capabilities of varied platforms
Expert with page layout & composition
Proficient in HTML/CSS prototyping
Expert designing information architectures
Planning strategic content
Understanding of dev principles, tools & technologies
Shows empathy for users, stakeholders & teammates
Works collaboratively on multidisciplinary teams
Time & project management



AWARDS

2015 MARCOM PLATINUM WINNING WEBSITE

The Harker School redesigned its institutional website to better suit the needs of its target prospective families, highlight the school's distinguishing traits, and increase conversion goals for admission. The project included the establishment of a content strategy and a complete overhaul of the site's Web content and information architecture.

2013 MarCom Gold Winning Website 2013 CASE Bronze Winning Website

The Harker School added a new preschool division and needed a website that allowed target prospective families to explore the play-based learning philosophy of the new division. The project included a new design, information architecture and content strategy focused specifically to prospective preschool families.

2011 CASE Bronze Winning Website 2011 AVA Gold Winning Website

The Harker School redesigned its news website to better suit the needs of its current families who wanted to quickly find news stories of interest to them. The project included a re-structuring of the website's architecture and a new design that streamlined news content to its users.