



NICK GASSMANN

SENIOR USER EXPERIENCE DESIGNER, UXC
SENIOR WEBSITE MANAGER



PROFESSIONAL SKILLS

- Builds user-focused & accessibility mindful designs
- Plans and constructs design systems, wireframes, and other ux design deliverables to communicate design language to teammates and stakeholders
- A veteran UX team leader who loves seeing teammates grow and succeed in developing deep skillsets
- Simultaneously defines, manages and plans multiple design projects for multidisciplinary and cross-organizational teams
- Understands design limitations & capabilities of varied platforms
- Understands development principles, tools & technologies



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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CERTIFICATION

CERTIFICATE OF USER EXPERIENCE, UX MANAGEMENT SPECIALTY
NIELSEN NORMAN GROUP, MAY 2017

This Certificate in User Experience is awarded by Nielsen Norman Group, a world leader in UX design and research. This status demonstrates a high level of dedication to UX education, and a strong commitment to the field of UX. The topics studied provide a solid foundation that rounds out personal, practical experience. Also awarded was the UX Management Specialty designation in recognition of focused studies including 30 hours or more of coursework in those topic areas.



WORK EXPERIENCE

THE HARKER SCHOOL / JUNE 2009 – CURRENT
Senior User Experience Designer, UXC & Senior Website Manager

- Influence and determine consistent design direction while helping reach consensus on project requirements and deliverables with all types of stakeholders or levels of management.
- Expertly create, document and communicate effective design systems, user personas, stories, wireframes, mock-ups, information architectures, rapid prototypes and other design deliverables.
- Planned, built and managed a marketing content strategy that, alongside a bold information architecture, guided content that was both strong in SEO and clearly communicating to users the identity of the organization.
- Advocate for, plan and facilitate varying methods of qualitative and quantitative user-research methods such as user and stakeholder interviews, usability tests and card-sorting.
- 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.
- Expert at project management that drives process orientation, reduces conflict and boosts team efficiency.
- Screen, interview and hire other web professionals. both full- and part-time, to fill needed gaps in the organization's team.
- Coach and guide teammates and stakeholders throughout the UX design process with strong communication and presentation skills.
- Plan, design and craft promotional responsive email campaigns that are high performing across a number of engagement metrics.



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WORK EXPERIENCE (continued)

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 cross-disciplinary teams throughout all stages of the content management process and delivered assets over multiple content management systems and web
- Developed web pages and ad campaigns that drove traffic to specific web pages.
- Managed web ad campaigns and associated the assets associated.



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.