

NICK WEINEL

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Education:

- 08/2014 – 12/2017 **Bachelor of Science, Marketing / Bachelor of Arts, Economics**
University of Maryland at College Park
- 08/2016 – 12/2017 **Strategic Design and Innovation Fellows Programs**
One of 35 members of 2016-17 Cohort

Work Experience:

- 05/2017 – 08/2017 **Web Content Intern - Mattress Warehouse**
- Discovered and corrected usability flaws through heuristic review and user testing, leading to 26% increase in web revenue.
 - Curated content for 200 product pages on sleepshappens.com.
 - Influenced website redesign through user testing, card sorting, and wireframing.
- 05/2018 – 01/2021 **Staff User Experience Specialist – UserWorks**
- Executed UX methodologies such as user interface design, task analysis, rapid prototyping of user interfaces, tree testing, product usability evaluations, persona creation, and usability testing for clients including Spotify, USPS, and UMGC.
 - Overhauled recruiting efforts by segmenting database into relevant subsets, saving time, energy, and effort on future recruitments.
 - Evaluated the effectiveness of both physical and digital experiences and delivered recommendations to improve these experiences.
- 01/2021 – 05/2022 **Project User Experience Specialist – UserWorks**
- Spearheaded usability testing for high-profile clients by moderating studies, analyzing data, and proposing recommendations to information architecture, interaction design, user interface, and overall user experience.
 - Led FDA certification process of developmental medical devices through formative and summative testing.
 - Undertook bid and proposal development efforts and formed budgets and technical approaches based on RFI's.
 - Oversaw recruiting efforts at both micro and macro scale, and constructed screeners and calls for participants.

Leadership Experience:

- 09/2015 – 05/2016 **Smith Undergrad Student Association – University of Maryland**
Committee Chair: Community Service
- United student body in community service projects such as food donation drives.
 - Introduced domestic violence awareness walk with participation from over 15 student orgs.
- 11/2019 **UXPA Presenter**
- Presented a lecture of effective UX strategy based on winning submission to DC chapter of UX professionals.

Skills and Tools:

Learn UI design Course Certification	Sketch Mastery Course Certification	Microsoft Excel Proficiency	SurveyMonkey Proficiency	Mailchimp Proficiency
OptimalWorkshop Proficiency	Adobe XD Proficiency	Figma App Proficiency	HTML / CSS Proficiency	