

NICOLE TALLON

UI + UX Designer

916.216.7376

nicole@nicoletallon.com

nicoletallon.com

www.linkedin.com/in/nicoletallon/

EXPERTISE

Wireframing
User Research
UI + UX
Analytics

SKILLS

+ Design
Responsive Web Design
Sitemaps, IA
Mockups + Prototypes
Typography
eCommerce
Video Production

+ Technical
Sketch
Adobe CS
Zeplin
InVision
Figma

EDUCATION

UI Design Program
Career Foundry, 2021

Visual Design
General Assembly, 2017

**Bachelor of Music,
Saxophone Performance**
University of Maryland, College
Park, 2011

EXPERIENCE

Nov 2016 — Current
San Francisco

UI/UX Design Manager

SFFILM (Formerly SF Film Society)

- + Completed a redesign of SFFILM's main site, streaming platform and email templates based on learning from users
- + Redesigned the flow for eCommerce checkout, increasing the mobile conversion rate from 2% to 9%
- + Produce in-depth report of campaigns, evaluating online experience and audience demographics

Fall 2019
San Francisco

Lead Designer, Website Redesign

San Francisco Silent Film Festival

Summer 2018
San Francisco

Digital Marketing Instructional Associate

General Assembly

Nov 2015 — Nov 2016
San Francisco

Marketing Coordinator

SF-Marin Food Bank

- + Established cross-functional content marketing team and crafted multi-channel content marketing strategy
- + Establish and executed social marketing strategy, increasing overall social engagement rate by 50%

Sep 2013 — Nov 2015
Sacramento, CA

Marketing + Communications Associate

Volunteers of America

- + Lead the redesign of the organizational website from a static site to an interactive, mobile-friendly website
- + Produced video content in support of VOA's mission

Aug 2011 — Dec 2012
East Lansing, MI

Recording Engineer

Michigan State University, College of Music