

# NICK GERTONSON

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## WORK EXPERIENCE

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### Independent UX Designer & Web Developer

Sept 2018 - Present

- Provided UX design and development services for multiple clients across the country, including:
  - **Poetry Foundation (UX Designer)**  
Designed wireframes and mockups and delivered final assets to a development team as they updated the website for *Poetry Out Loud* - a poetry recitation contest funded by the National Endowment for the Arts. The goal for this project was to design a modern site that appealed to students and their teachers while increasing traffic to contest resources.
  - **Seward Johnson Atelier (Web Consultant and UX Designer)**  
Took over maintenance responsibilities on a legacy Wordpress installation for a sculpture conservatory in California and made drastic improvements to site functionality and performance - refactoring obsolete PHP, HTML, JavaScript and CSS - while also designing and deploying a new homepage and mobile navigation experience.
  - **Greene Advertising (Web Consultant and UX Designer)**  
Developed web projects, designed and coded HTML email templates, and provided technical support for companies and individuals throughout the Denver area.

### Northwestern University Academic & Research Technologies, Evanston, IL

#### UI/UX Designer and Front-End Developer

Feb 2013 - Sept 2018

- Led a variety of UX design efforts as the primary UX/product designer on a small and agile development team within Northwestern's Academic and Research Technologies group.
- Designed a mobile game that increased student engagement in a university-wide study of Nate Silver's book, *The Signal and the Noise*, that leveraged the familiar and easy to use UX of modern dating apps to teach Silver's statistical methodologies.
- Guided a user-centered design process for the development of a financial management system built with Vue.js on AWS.
  - Interpreted user research data and served as an intermediary between test users, project stakeholders, and developers.
  - Crafted a flexible design system that complimented the University's central design system and branding guidelines.
  - Contributed to front-end development efforts by writing responsive SASS/SCSS, HTML and JavaScript.
  - Received the *Project Team Excellence Award* for 2016
- Consulted with an enterprise software management group to customize an Oracle PeopleSoft 9.2 installation, bringing the stock user interface into alignment with the University's central design system after briefly studying the unfamiliar technology.
  - Wrote detailed implementation documentation and created style guides for the development team.
  - Received the *Project Team Excellence Award* for 2017.
- Worked across departments within the University to create animations, print materials, and presentation templates.

### Northwestern Advanced Media Production Studio, Evanston, IL

#### Student Media Specialist

Sep 2009 - Feb 2013

- Operated camera equipment and served as a production assistant for online course videos and live-event recordings.
- Edited multi-camera video in Premiere and created motion graphics and title sequences in AfterEffects.

## EDUCATION

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### Northwestern University - B.S. Communications, Theatre

Graduated June 2012

## SKILLS

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Sketch, Figma, InVision Studio, Adobe Creative Cloud (XD, Photoshop, Illustrator, InDesign, AfterEffects, Premiere), Principle, SASS/SCSS, CSS, HTML, JavaScript, GSAP, PHP, Vue.js, Git, MJML, Wordpress, Shopify Liquid, Drupal, Keynote, PowerPoint

## INTERESTS

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Chicago White Sox Baseball, Road Trips, YouTube Tutorials, Bonfires, Tik Tok, and the Wisconsin Dells.