

# Nicolette Berthelot

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## Skills

Proficient at Sketch, InVision, Framery, Zeplin, InDesign, Photoshop, Illustrator, Omnigraffle, Airtable, UserVoice, Looker, Hype, HTML, CSS, JavaScript (beginner), JQuery (beginner), Wordpress

## Education

### GENERAL ASSEMBLY

Introduction to Front-End Engineering  
3/18-5/18  
Introduction to UX  
05/2015-08/2015

### FORDHAM UNIVERSITY

Bachelor of Arts  
Major: Film Studies  
Minor: Art History

## Portfolio

<http://nicoletteberthelot.com/>

## Experience

### WORKMARKET ADP

#### Lead Product Designer 2/16-Present

**Pay and Manage Scrum Team** Designed new payment system for employers to be able to pay freelancers for adhoc work and expenses, cutting the effort and steps to pay a freelancer by 70%. Conducted concept validation, user research, affinity mapping, beta shadowing sessions and user testing. Iterated pay system based on research feedback synthesis for general release of the feature in Nov 2018.

**Mobile Scrum Team** Owned and managed UX/UI for freelancer user profile, onboarding, dashboard, assignments and payments on mobile.

Conducted user testing, interviews and research for freelancer desktop and mobile apps.

Conducted AB testing with mobile app for user onboarding and dashboard.

Helped increase conversion funnel for iOS and Android app by 30% with new signup flow.

**Misc** Cofounded WM Diversity & Inclusion group. WM Culture lead. Adhered to quarterly KPIs for recruiting efforts, wrote Medium D&I blog posts, organized "Dive In" D&I talks, charity events and culture initiatives.

### FREELANCE

#### UX/UI Designer 12/15-2/16

Conducted research for and redesigned the NYC subsidized school lunch program site for a Devpost hackathon competition. Redesigned homepage, article, recipe and hub pages for *TheNest.com* for a design proposal. Improved user experience utilizing UX best practices and made it responsive.

#### XO GROUP, INC *The Knot, The Bump, The Nest*

#### Art Director, *The Studio @ XO Branded Content* 12/13-12/15

Lead creative for branded content team that brought in \$18m last year in revenue for national advertising. Designed wireframes and mocks for clients that helped win \$5m in revenue.

Worked closely with Sales Development to art direct and design shareable branded content for *TheKnot.com*, *TheBump.com* and *TheNest.com*. Art directed cross-platform content for major clients such as Crate & Barrel, Revlon, Vera Wang, Macy's, Men's Wearhouse and Walmart. Worked in conjunction with product to ensure the most custom experience for users on each microsite.

#### ARCHETYPES.COM *Archetypes, Inc.*

#### Deputy Art Director, 09/12-10/13

Assisted in UI design for launch of content site. Designed visual interfaces and graphics/typography accompanying all women's content. Designed and art directed daily content about fashion, entertainment, beauty, sports, tech, culture and art.

#### MARTHA STEWART LIVING MAGAZINE *Martha Stewart Living Omnimedia*

#### Senior Art Director, 09/11-4/12

Designed well and front-of-book lifestyle, entertaining, fashion, beauty and home stories for print/iPad. Art directed food, home, beauty and fashion pages for front-of-book.

#### INSTYLE MAGAZINE *Time, Inc*

#### Deputy Art Director, 05/11-08/11

Designed well and front-of-book fashion, beauty, and fitness pages as well as in-depth packages.

#### WHOLE LIVING MAGAZINE *Martha Stewart Living Omnimedia*

#### Senior Associate Art Director, 11/09-05/11

Designed well and front-of-book lifestyle, fitness, beauty, health and food pages. Art directed shoots.

#### COOKIE MAGAZINE *Condé Nast Publications*

#### Assistant Art Director, 6/05-10/09

Designed well and front-of-book fashion, lifestyle, travel, beauty, food, health and technology pages. Won an SPD design award. Specialized in infographics. Assisted with design and typography for launch of publication.