



Nicky Lee Woodman

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UI Designer, UX Researcher & Mobile Product Manager

6+ years experience within UI design, UX research, responsive web & app development, data analysis, software project management, marketing and communications. 📱

Education

**BUSINESS ADMINISTRATION,
DIPLOMA
(2018-PRESENT)**

Nova Scotia Community College
(2nd Year, Transfer)

**BUSINESS ADMINISTRATION,
B.COMM
(2017-2018)**

Sobey School of Business at Saint Mary's University
(1st year, Undergraduate)

**SOFTWARE PRODUCT MANAGEMENT,
CERTIFICATE
(2017)**

University of Alberta
(Online, Remote)

**BUILDING IOS APPLICATIONS,
CERTIFICATE
(2016)**

University of Toronto
(Online, Remote)

**PROJECT MANAGEMENT PRINCIPLES & PRACTICES,
CERTIFICATE
(2015)**

University of California, Irvine
(Online, Remote)

**GRAPHIC DESIGN AND WEB DEVELOPMENT,
ADVANCED DIPLOMA
(2012-2014)**

Centre for Arts and Technology
(Halifax Campus)

Software Applications:

- ▶ Adobe Creative Suite (Illustrator, Photoshop, XD)
- ▶ Sketch & InVision
- ▶ Git & Version Control
- ▶ GitHub, BitBucket & Source Tree
- ▶ Flurry & MixPanel Analytics
- ▶ Zendesk & Helpshift Support
- ▶ Wordpress Admin Dashboard
- ▶ Squarespace & Shopify
- ▶ Sublime Text & Xcode
- ▶ Microsoft Office Suite (Word, Excel, PowerPoint, Access)
- ▶ Content Management Systems
- ▶ Slack & Zoom

Professional Skills:

- ▶ User Experience Research
- ▶ User Interface Design
- ▶ Human Computer Interaction
- ▶ Design Thinking Methodology
- ▶ Content Strategy
- ▶ Lean Design + Scrum Agile
- ▶ Rapid Prototyping
- ▶ User Requirements
- ▶ Project and Client Management

Programming Languages:

- ▶ HTML5
- ▶ CSS3
- ▶ JavaScript
- ▶ Bootstrap
- ▶ Swift



Experience

UI/UX DESIGNER & FRONT-END WEB DEVELOPER – RUNCREW APP (2018-PRESENT)

- Programming front-end web app prototype using HTML, CSS, JS and Bootstrap.
- Designing wireframes and high fidelity visual design mockups using Sketch App.
- Working with another full-stack developer using version control with Git and GitHub.

IOS & FRONT-END WEB DESIGNER – LIMITLESS FITNESS APP (2016-PRESENT)

- Programming front-end web app prototype using HTML, CSS, JS and Bootstrap.
- Conducting user research, usability tests and qualitative analysis of primary research.
- Developing and testing iOS prototype using TestFlight, Xcode storyboards and Swift

LEAD DESIGNER – BREWMANAGER APP, WARRIERTECH (2019)

- Leading the UI/UX design of web based product alongside CEO and COO.
- Developing front-end web prototype using HTML, CSS, JS, Bootstrap and SourceTree.
- Creating and distributing design guidelines across the team to unite product vision.

TECHNICAL PROJECT MANAGER – CODE+MORTAR, NOREX (2017)

- Consulting across management, development and design teams to coordinate accurate estimates/product requirements, while liaising daily with clients to update deliverables, budgets, schedules and manage expectations.
- Leading a team of 10 full stack web developers and creative designers alongside Director while managing 12 Wordpress based websites / Vue.js web apps concurrently.
- Leading technical client training sessions of Wordpress editor (in-person, phone, email).

MOBILE PRODUCT DESIGNER – MINDSEA DEVELOPMENT (2014-2017)

- Designing award winning mobile products, user experiences and support systems.
- Collaborating closely across diverse teams including: management, software development, design, QA, sales and marketing to launch mobile iOS/Android apps.
- Creating UI wireframes/mock-ups and technical UX documents to describe use cases and product requirements for marketing, development and internal departments.
- Crafting communications to differentiate products from competitors, identifying features and benefits for various user/customer segments in a market.
- Leading client meetings, eliciting requirements and managing client relationships, effectively translating product strategy from stakeholders to development team.
- Managing project deliverables using Scrum practices and lean design methodologies, while employing IDEO's design thinking principles/techniques to conduct user research.
- Testing and reporting on usability of wireframes using inVision for rapid prototyping.
- Conducting data analysis of mobile app usage metrics, increasing engagement by interpreting user behaviour and designing functionality that promotes interaction.