

# Nicole Gregory

Email: ngregory00@gmail.com

www.nicoleville.com

www.linkedin.com/in/nicolegregory

## Profile

Visual, Web and User Experience Designer with 10 years of online, agency, DM and advertising experience. Created original design for interactive, healthcare, financial services, and commercial clients.

## Education

### Pratt Institute, NY

Bachelor of Fine Arts, Communications Design, Art Direction (1998)

## Career Development

### Yahoo!, Inc. – Senior Visual Designer

10/2007 – Present

- Senior member of the User Experience Design team for the Yahoo! Applications Platform (YAP) and Yahoo! Open Strategy (YOS).
- Instrumental in conceptualizing and developing the design for the platform end-user experience, including the application chrome, controls, full page application design and messaging.
- Collaborate with dedicated Interaction Designers and User Experience Researchers to devise and execute upon product goals within very aggressive timelines.
- Work directly with Front-End Development teams in order to deliver final assets and specifications and to help ensure successful product build.
- Author pattern documentation that will ultimately ensure consistent functionality of application controls across the Yahoo! network

### SupportSoft, Inc. – Senior Visual Designer

7/2007 – 10/2007

- Key member of the User Experience Design team for Support.com which offers online technology solutions directly to the consumer.
- Develop high-impact visual solutions that ensure a straightforward, user-focused design experience.
- Collaborate with Senior User Experience Designer to help develop strategy and user experience direction for consumer-facing product line.
- Work closely with Engineering / Development team to safeguard experience design principles and act as advocate for the end-user.

### AOL Search – Lead Visual Designer

10/2006 – 6/2007

- Design high impact, online creative work for major AOL Search design initiatives.
- Lead designer on various search related projects and web applications including: Stickies, Hot Searches, Buddy Powered Search, White labeling for various affiliates, and AOL Search with FullView.
- Work with art and User Interface Directors, as well as Visual Designers to transform wire frames, and process flows into AOL branded mock ups, storyboards, and graphic design.
- Assist UI Designers with Flash, HTML, and CSS development.

## **AOL Diet & Fitness – Visual Designer**

7/2005 – 10/2006

- Designed and implemented engaging visual design experiences for AOL Diet & Fitness and Health channels.
- Created overall site concepts for “Rx for” Seasonal Specials, “America Takes It Off” initial design and AOL CityGuide redesign.
- Managed multiple tasks and anticipated design issues to promptly deliver assets and meet project goals.

## **USPS – Graphic Designer**

2003 – 2005

- Designed print and web media for the USPS Public Affairs department.
- Supervised design of communications materials from conception to post-production.
- Developed and implemented official style guides and branding standards for all United States Postal Inspection Service publications.

## **Bernard Hodes Group – Graphic Designer**

1999 – 2002

- Created award-winning graphic design work for this recruitment advertising agency.
- Designed advertising materials, including print campaigns, corporate identity, web media and signage.
- Received the Employment Management Association award for Best of Category in Advertising.

## **Skills and Expertise**

Visual Design, Graphic Design, Brand Exploration, Corporate Identity

Design tools: Photoshop, Illustrator, Quark Xpress

Flash, HTML, CSS, Dreamweaver