



# Nicholas DeRose

UI/UX Design Manager

Portfolio  
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## Summary

I am a UI/UX design expert with over ten years of experience designing websites, user interfaces, and mobile applications. My career has focused on creating and optimizing products in the education space through research, testing, and smart, thoughtful design. I currently work for continued, a leader in online learning, where I manage a virtual team of UI/UX professionals across the country.

## Experience

Feb 2018 - Present

### UI/UX Manager

continued | Spring Lake, MI (remote)

As manager of the UI/UX department, I oversee a team of designers, create design initiatives, maintain design systems, research user behavior and lead visual UI efforts across seven vertical markets.

#### What I do on a regular basis:

- Collaborate with Marketing, E-commerce, Product, Frontend, and Creative team leaders
- Create and maintain design system for a family of seven brands
- Manage all UI/UX team tickets and workflow processes
- Work with various team leaders to solve complex user and data issues
- Lead visual UI design efforts across brand family
- Create UI prototypes in Figma and Invision
- Provide build and technical support in VWO for A/B testing and personalization campaigns

Feb 2016 - Feb 2018

### Sr. UI/UX Designer

continued | Denver, CO (remote)

As Sr. UI/UX Designer, my primary mission was to lead the UI/UX team's efforts on all projects, from major version releases to daily marketing campaigns. I performed design and code reviews on a daily basis and collaborated with team leads across the company to bring our new brand, continued, to life.

Feb 2013 - Feb 2016

### UI/UX Designer

continued | Denver, CO (remote)

As UI/UX Designer, I worked under the ecommerce manager to improve conversion funnels through user research and behavior analysis, A/B testing and design enhancements across all sites. I also worked with the Simucase team to redesign their flagship app, adding a variety of new features that enhance the usability and usefulness of the app.

## Education

Michigan State University

B.A. - Advertising

## Skills

### Design

- UI Design
- Interaction
- Prototyping
- Graphic Design
- Layout
- Animation
- Branding

### UX Methods

- Product Strategy
- Competitive Analysis
- A/B Testing
- User Surveys
- Product Roadmaps
- Usability Testing
- Focus Groups

### Software

- Figma
- Sketch
- Illustrator
- Photoshop
- InDesign
- Google Analytics
- VWO
- Optimizely

### Programming

- HTML
- CSS/LESS/Sass
- Javascript
- jQuery
- PHP
- Vue.js
- Laravel
- Git

## Featured Projects

continued®

- [Rebrand](#)
- [Dashboard](#)

Simucase

- [App UX & Design](#)

