

# Nicole Graham



## UX UI Designer

### Address

Jacksonville  
United States

### Email

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### Links

[Portfolio](#) [LinkedIn](#)

## 01 PROFILE

Dedicated UX UI Designer with a decorated background in a variety of artistic mediums. Highly experienced in layout and website design. Adept at working independently and collaboratively on projects, and committed to achieving visual innovation and beauty. Bringing forth the ability to work well with others and utilize my art skills to visually enhance projects.

## 02 EMPLOYMENT HISTORY

12/2024 – Current

### Graphic & Digital Designer at EverBank

Jacksonville, FL

- Design and produce over 230+ digital and print collateral, including marketing campaigns, responsive emails, pitch decks, flyers, event signage, and conference materials.
- Partner with marketing and communications teams to deliver campaigns strengthening brand consistency and improved customer engagement.
- Translate complex information into clear, visually compelling designs that support business initiatives and align with EverBank's brand standards.
- Develop responsive email templates by utilizing HTML and CSS in Salesforce, successfully increasing open and click-through rates, driving measurable growth in client engagement.
- Create materials that simplify complex data and contribute to successful client partnerships.

06/2021 – 07/2023

### UX UI Designer at Duke Energy

Remote

- Designed and optimized user experiences across enterprise applications. Effectively collaborated with research team, evaluated solutions, and applied user-centric design principles.
- Created interactive prototypes and over 50+ wireframes in collaboration with product owners and development teams, defining navigation, workflows, and functionality.
- Applied and maintained design system standards to ensure consistent branding, accessibility, and usability across internal and external platforms.

06/2021 – 04/2023

### Web Designer at Celebration Church

Jacksonville, FL

- Managed full lifecycle design updates for the church's websites and apps, improving responsiveness, speed, and mobile usability.
- Produced wireframes / prototypes in collaboration with creative leadership to align with brand identity and user expectations.
- Overhauled main site UI, which increased user engagement metrics (e.g. session duration) by 68% for over 10,000 monthly visitors.

04/2019 – 05/2021

### UX UI Designer at Florida Blue

Jacksonville, FL

- Designed responsive web and mobile prototypes, producing wireframes and high-fidelity prototypes in Adobe XD that supported projects with over 1M+ active users.

## **UX UI Designer at Florida Blue (cont.)**

- Directed creative assets for internal communications, improving employee engagement campaign reach by 37% through visually compelling design.
- Partnered with cross-functional teams to deliver rapid prototypes under tight deadlines, cutting average project turnaround time by 20%.

11/2018 – 01/2019

## **UI Designer at SharedLABS**

*Jacksonville, FL*

- **Created responsive website mockups and brand assets for multiple clients, enhancing digital presence and supporting customer acquisition growth of 10–15%.**
- Applied UX principles to streamline user flows, reducing navigation errors and improving task success rates by 20%.
- Delivered consistent design system elements across client products, strengthening brand recognition and trust.

12/2017 – 10/2018

## **UX UI Designer at Gottlieb**

*Jacksonville, FL*

- **Designed UX/UI for web applications serving 50K+ monthly users, ensuring intuitive workflows and user satisfaction.**
- Produced wireframes and prototypes with product owners, reducing design-to-development misalignment by 34%.
- Designed information architecture strategies that improved navigation and user comprehension and implemented brand-consistent digital interfaces, strengthening company identity.

11/2016 – 12/2017

## **Graphic Designer at Brown Jordan**

*St. Augustine, FL*

- **Designed digital/print marketing campaigns across ads, banners, and emails, boosting brand engagement by 20% across multiple channels.**
- Managed social media content and scheduling for multiple brands, increasing follower growth by 30% within one year.
- Created cross-channel campaigns that increased brand awareness and customer engagement.

## **03 EDUCATION**

DEC 2016

### **Florida State College at Jacksonville**

*Jacksonville, FL*

Associate in Science in Digital Media/Multimedia and Technology

## **04 SKILLS**

**User Experience & User Interface Design:** User-Centered Design • Interaction Design • Wireframing • Prototyping • Usability Testing • Mobile App Design • Responsive Web Design • Application Design • Journey Mapping • Information Architecture • Accessibility (WCAG/ADA) • Design Systems • Design Thinking

**Graphic & Visual Design:** Digital Media • Social Media Graphics • Art Direction • Branding & Identity

**Design & UI/UX Tools:** Figma • Sketch • Adobe XD • InVision • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Creative Cloud

**Project Management & Collaboration:** Jira • Asana • Miro • Agile/Scrum

**Soft Skills:** Collaboration • Communication • Critical Thinking • Process Improvement