

ROSS NIELSEN

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Objective:

Experienced UX designer and consultant with a 13-year proficiency in crafting and scaling user-centric visual design and asset management strategies nationwide. Demonstrated success directing the evolution of product concepts, translating complex, technical observations into rote user knowledge. Adept at leading teams, honing skill development, and optimizing workflows with a strong focus on improving user experiences that result in \$30,000+ annual revenue increases.

Skills:

User Research
Wireframing & Prototyping
Interaction Design
Usability Testing
Information Architecture
UI/UX Design Tools (Sketch, Figma, Adobe XD)
Responsive Design
HTML/CSS
Collaboration & Communication

Work Experience:

Consultant | AMI | Seattle, WA

July 2014 - Present

- Implemented visual design and asset management strategies, elevating social engagement by 13% and annual revenue by \$36,000. Applied user insights to optimize design impact for enhanced interaction and satisfaction.
- Championed user-centric mentorship for a 3-person marketing team, cultivating skill excellence and implementing efficiency strategies that slashed operating costs by 11%.
- Directed the evolution of product concepts and content nationwide, ensuring a unified voice, seamless representation, and alignment with user interests to enhance inclusiveness and overall user experience
- Developed email campaigns with a focus on user experience, incorporating intuitive design elements that led to a 24% higher open rate and a 100% increase in new business in the first year, prioritizing seamless interactions and heightened engagement

Product Designer | Freelance | Seattle, WA

May 2011 - Present

- Led collaborative ideation sessions across disciplines, translating insights into tangible UX strategies, concepts, and designs. Contributed to a 15%+ growth in new business through user-centered and intuitive product development.
- Developed and implemented tangible product strategies, contributing to a 15% boost in new client product adoption rates.
- Introduced design enhancements that contributed to a 25% decrease in customer support inquiries.
- Led user research initiatives to understand the target audience, needs, and preferences, allowing for more effective visual design strategies that resulted in higher engagement and conversion rates.

Education:

Bachelor of Economics
St. Olaf College, Northfield, MN

Certifications:

UX Design Certificate | Designlab

Design Projects:

Responsive Website Redesign | Westview Dental

- Initiated and executed an accessibility audit, implementing design changes to ensure compliance with WCAG, resulting in a 568% improvement in color contrast scores
- Collaborated with stakeholders and developers to integrate a cohesive design system, reducing design inconsistencies by 55%

In-House Digital Menu Design | Bai Tong Restaurant

- Revamped menu layout and navigation, applying user-centered design principles to enhance user experience. Conducted user testing to refine the menu, resulting in a 10% decrease in order placement time and a 100% increase in overall satisfaction.
- Implemented access to additional details (eg. allergens) to promote transparency and empower customers, resulting in a 30% boost in supplementary menu content interactions

Responsive Website Design | Naked Grocer

- Implemented A/B testing, analyzing user behavior to refine and optimize UI elements, resulting in 300 new site visits and a 10% conversion rate boost in the first month
- Created wireframes and interactive prototypes to orchestrate and facilitate user feedback sessions, incorporating insights into iterative design processes, decreasing user-reported issues 25% and increasing overall satisfaction