



# Nicole Bramlett

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## Bio

I design thoughtful, user-first products that drive real impact. I'm skilled at turning complex ideas into simple, intuitive experiences, working at the intersection of strategy and design. Proficient in Figma, HTML, and CSS, I focus on creating clean, collaborative, and user-friendly solutions. I value feedback, clear communication, and strong cross-functional partnerships across Product, Design, and Engineering. With experience across SaaS, B2B, and complex systems, I'm always looking to take on meaningful challenges.

## Recent Experience

### Corporate Role

UI/UX Designer, EBizCharge (February 2025 - Present)

- Leading and contributing to design concepts, delivering high-quality, multi-platform solutions aligned with business goals.
- Translate complex ideas into intuitive, visually compelling user experiences that bring brand and product to life.
- Stay current with design trends and best practices, applying fresh, thoughtful approaches to each project.
- Refine existing concepts and introduce new ideas to elevate overall visual and UX quality.
- Develop creative solutions to complex UX challenges across web and product experiences.
- Create production-ready UX/UI designs and workflows for seamless engineering handoff.
- Build prototypes to support development and validate design decisions.
- Partner closely with engineering to ensure accurate execution of complex UX features.
- Collaborate with product and sales teams to design custom dashboards and data visualizations.
- Provide clear design direction and maintain high creative standards across projects.
- Work cross-functionally to identify user needs and help prioritize product features.

### Contract & Freelance Roles

Lead Web Designer, ToothBank (October 2024 - January 2025)

- Partnering with ToothBank's new ownership to lead a comprehensive website redesign, transforming the platform into a more professional and user-friendly experience while laying the foundation for future scalability and growth.

UI/UX Designer, GDS Estimating (April 2024 - September 2024)

- Led the redesign and enhancement of GDS Estimating's web-based interfaces, streamlining user workflows for WinBidPro software, improving accessibility, and delivering a professional, user-friendly design tailored to construction industry needs.

Marketing Specialist, Noalmark Broadcasting Corporation (June 2023 - February 2024)

- Led the creation and execution of integrated marketing campaigns across radio, digital, and event platforms, boosting client visibility and engagement.

## Corporate Roles

### Product Designer, Bestow (October 2022 - April 2023)

- Spearheaded end-to-end product development with a cross-functional team of engineers and a product manager, achieving a 95% on-time delivery rate and successful product launches.
- Conducted internal interviews and feasibility analyses to identify key pain points for customer service teams, leading the consolidation of multiple portals into a single system and improving operational efficiency by 40%.
- Implemented accessibility standards and design protocols to ensure usability across insurance products for users with diverse abilities.
- Improved the payment portal experience by analyzing user feedback and behavior, increasing user trust by 30% and reducing transaction friction.
- Developed user personas and led usability testing to refine design solutions, resulting in a 20% increase in user satisfaction.
- Created mockups, prototypes, and detailed design specifications to support seamless collaboration with engineering teams.
- Redesigned the onboarding process using a step-by-step flow with clear milestones, reducing drop-off rates by 25% and improving overall engagement.

### Product Designer, FieldLevel (July 2019 - July 2022)

- Led the Enhancements Team from discovery through delivery, simplifying complex problems and supporting feature-specific design initiatives.
- Optimized feature placement using user interaction data, contributing to a feature that increased athlete activity by up to 5x and drove greater engagement from college coaches.
- Designed and maintained the design system, ensuring brand consistency and improving efficiency across platforms.
- Collaborated cross-functionally to align on goals, gather feedback, and drive design decisions from concept through execution.

## Tools & Skills

Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD), InVision, Proto.io, Balsamiq, Linear, Notion, Slack, Trello, Asana, Jira, AirTable, HTML, CSS, JavaScript, Google Analytics, Mixpanel, Hotjar, HubSpot, Mailchimp, SEO, A/B Testing, User Interviews, Usability Testing, Persona Creation, Journey Mapping, Data Visualization, Design Systems, Component Libraries, Accessibility Best Practices (WCAG Compliance), Task Prioritization, Sprint Planning, Roadmapping, Agile Methodologies

## Education

California Polytechnic State University

Bachelor of Science Graphic Communication | UI/UX Concentration

## Certifications

Google Project Management: Specialization | Coursera | December 2023