UX/UI DESIGNER

Nicholas Llobell

PROFESSIONAL SUMMARY

UX/UI Designer with 8 years of experience specializing in B2C product, web, app, and marketing design. Expertise in creating user-centered solutions, optimizing design systems, and collaborating with cross-functional teams, with a focus on conversion-driven results and enhancing engagement, usability, and brand identity.

EXPERIENCE

UX/UI INSTRUCTOR (FULL-TIME), AMERICA ON TECH; MIAMI, FL — JANUARY 2025-PRESENT

- Lead UX/UI instruction for high school students, equipping them with industry-ready skills.

- Facilitate discussions on design ethics and accessibility, ensuring students understand industry standards.

- Implemented strategies that directly enhanced operational efficiency, fostering a collaborative environment that led to measurable growth in key performance areas.

UX/UI INSTRUCTOR (FULL-TIME), IRONHACK; MIAMI, FL — JUNE 2022-JANUARY 2025

- Instrumental in elevating the school's overall success rates, leading to an improvement in institutional ratings and recognition within the tech community.

- Played a key role in collaborating with developers and product managers to design real-world simulations, driving improvements in project outcomes and enhancing the institution's global reputation.

- Developed interactive UX/UI learning modules that mirrored industry workflows, enabling students to gain hands-on experience in collaborative design processes.

UX/UI DESIGNER (CONTRACT), DELIS; REMOTE — JANUARY 2023-DECEMBER 2024

- Worked with architects using Archicad to develop 2D and 3D building models, integrating BIM workflows for accurate structural planning and visualization.

- Designed detailed blueprints in Figma, ensuring a functional and cohesive space layout.

- Created visual branding and integrated design elements to craft an inviting atmosphere for the store.

UX/UI DESIGNER (PART-TIME), DOJO+; MIAMI, FL — AUGUST 2022-JULY 2024

- Established and governed a comprehensive design system that enabled rapid scalability, consistency, and efficiency, reducing development timelines.

- Led user research initiatives to gather KPIs, shaping design decisions that drove product improvements before launch.

- Leveraged responsive design to attract a wider audience, enhancing engagement and boosting user sign-ups.

- Oversaw end-to-end design processes, meticulously integrating user research, ideation, wireframing, and prototyping within the product development lifecycle to ensure a cohesive and user-centered approach.

UX/UI DESIGNER (FULL-TIME), OLD CRAFTERS; MIAMI, FL — JUNE 2019-MAY 2022

- Optimized the e-commerce platform's navigation, search functionality, and checkout process, resulting in an increase in conversion rates.

- Enhanced product detail pages with interactive features to increase customer confidence, leading to higher engagement and a measurable increase in ROI.

- Delivered expert reviews on product design, providing feedback on interface inconsistencies, information architecture, and interaction design.

EDUCATION

Florida International University, Miami, FL — B.A. in Communications Arts, 2021

SKILLS

Expert in Figma, User Research, Prototyping Techniques, Interface Consistency, Design Ethics, Design Systems & Component Libraries, Collaborative Design, Photoshop, Illustrator, Javascript, VScode.

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