

Nick Gassmann

Los Gatos, CA | 408.204.5698 | nick@nickgassmann.com

UX designer with 12 years of experience in user-focused, mindful, and accessible designs.

Certifications

CERTIFICATE OF USER EXPERIENCE, UX MANAGEMENT | NIELSEN NORMAN GROUP | MAY 2017

Skills & Abilities

- Plans and constructs design systems, wireframes, and other UX design deliverables to communicate design language to teammates and stakeholders.
- Simultaneously defines, manages and plans multiple design projects with multidisciplinary and cross-organizational teams.
- Understands design limitations & capabilities of varied web platforms.
- Understands development principles, tools & technologies.

Experience

THE HARKER SCHOOL / JUNE 2009 – CURRENT

Senior User Experience Designer & Senior Website Manager

- Leads web design direction while helping reach consensus on project requirements and deliverables with all types of stakeholders or levels of management.
- Focuses on future forward solutions to anticipate user needs through research, user testing and analysis.
- Manages all key UX designs with limited direction from manager, and utilizes strong partnerships with key end-user groups, parents and students.
- Supports and manages junior developer and design team members, and provides key direction and mentorship.
- Creates, documents, and communicates effective design systems, user personas, stories, wireframes, mock-ups, information architectures, rapid prototypes and other design deliverables.
- Delivers complex, cross-platform and responsive designs for business portals, corporate websites, content management systems and enterprise software solutions.
- Advocate for, plan and facilitate varying methods of qualitative and quantitative user-research methods such as user and stakeholder interviews, usability tests and card-sorting.
- Synthesizes and communicates results throughout the design process that foster user-centered design improvements.
- Expert at project management that drives process orientation, reduces conflict and boosts team efficiency.

THE HARKER SCHOOL / JUNE 2006 – JUNE 2009

User Experience Designer, Website Manager

- Strategized and built the business' social media network which fostered a new line of communication from users and the community.

- Collaborated with other disciplinary teams throughout all stages of the content management and design process.
- Advocated for, planned and facilitated varying methods of qualitative and quantitative user-research with a variety of usability testing tools.
- Delivered cross-platform designs for business portals, corporate websites, content management systems and enterprise software solutions.
- Regularly planned, designed and crafted responsive promotional email campaigns that were sent through a variety of email delivery systems.

THE HARKER SCHOOL / MAY 2004 – JUNE 2006

Web Generalist

- Collaborated with cross-disciplinary teams throughout all stages of the content management process and delivered assets over multiple content management systems and web.
- Design web pages and developed ad campaigns that drove traffic to target areas of the business' online presence.

Awards

2015 MARCOM PLATINUM WINNING WEBSITE

The Harker School redesigned its institutional website to better suit the needs of its target prospective families, highlight the school's distinguishing traits, and increase conversion goals for admission. The project included the establishment of a content strategy and a complete overhaul of the site's Web content and information architecture.

2013 MARCOM GOLD WINNING WEBSITE, 2013 CASE BRONZE WINNING WEBSITE

The Harker School added a new preschool division and needed a website that allowed target prospective families to explore the play-based learning philosophy of the new division. The project included a new design, information architecture and content strategy focused specifically to prospective preschool families.

2011 CASE BRONZE WINNING WEBSITE, 2011 AVA GOLD WINNING WEBSITE

The Harker School redesigned its news website to better suit the needs of its current families who wanted to quickly find news stories of interest to them. The project included a re-structuring of the website's architecture and a new design that streamlined news content to its users.