

Nicole Whiting

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📍 Seattle, Washington

Projects

PlantDoc

- **Mobile app** | solo project
- Created wireframes, personas, user flow charts, animated onboarding screens
- Conducted A/B testing, user interviews, usability testing
- Designed high level mockups, interaction flows, style guide and handoff for developers

Conjugate Mate

- **Mobile app** | solo project
- Conducted competitive analysis, user interviews, usability testing
- designed low-mid fidelity wireframes

Able Eats, Haiku Reader, What Kind of Bird am I?

- **Alexa Skills** Designed system flows, usability tests, multimodal interactions, voice scripts, coded via JSON

Skills

- Adobe XD, Figma, Sketch
- Personas
- Wireframing, Prototyping
- Usability testing
- A/B Testing, Preference Testing
- Journey mapping, User Flows
- Voice User Interface Design
- Alexa skill building - VUI
- Wizard of Oz testing

Education

Careerfoundry | 2020-2021

UX Design

- Led design projects from conceptualization to completion using research, testing, and iterative design processes
- Conducted A/B, usability, and Wizard of Oz tests to measure successes of designs
- Implemented research findings to improve mobile app which reduced user errors by more than 70%
- Developed Alexa Voice User Interface skills by creating user flows and writing scripts

VUI Design

- Certification through Career Foundry

Work

Nicole Whiting Massage & Yoga 2015-2020

Entrepreneur, LMT

- Designed iterative marketing approaches to procure and retain client base
- Directed day-to-day operations with a 50% profit increase in 12 months
- Collaborated with clients and local medical professionals to establish circular care systems