NICOLE LLOYD

www.nicoleflloyd.com
nicoleflloyd@gmail.com
678.467.7434

Education

Cornell University | 2015
BS, Design and Environmental Analysis
Minor: Applied Economics and Business Management

Parsons School of Design | 2019
MFA, Design and Technology

Skills

Interaction Design
User Research
Visual Design

Other: Front-end Web Development

Tools

Sketch
Photoshop
Illustrator
Indesign
Principle
After Effects

Other: Unity, openFrameworks, 3Ds Max, AduoCAD, SketchUp, Arduino, Raspberry Pi

Coding Languages

HTML & CSS
Javascript
Python
C++

Work Experience

Creative Technologist and Lead Designer | Universal Solvent Studios
(June 2018 - Present) New York, NY
• Worked on an interdisciplinary team to create inspiring and integrated digital prototypes that merge physical and digital interactions for institutions and artists.
• Designed and implemented front and back-end interactions for web-based applications using HTML, CSS, and Javascript. Ensured proper use of web standards for responsive interfaces and accessible web and mobile applications.
• Specialized in emerging technologies to include micro-controllers and computers, sensors, machine learning, and AR/VR applications.

Design Strategist Graduate Intern | brightspot strategy
(September - December 2019) New York, NY
• Helped higher-ed institutions develop service, managerial, and space programming strategies to improve student and staff experiences.
• Synthesized ethnographic research data for strategists to help derive key findings and develop persona types for research reports.
• Designed print materials to conduct surveys, facilitate focus groups and lead stakeholder workshops.
• Communicate client recommendations by creating storyboarding visualizations and user journey mapping graphics.

User Experience Graduate Intern | ESI Design
(July - September 2019)
• Collaborated with a multidisciplinary team of designers, strategists, creative technologists, and writers to develop architecturally immersive digital experiences.
• Responsibilities included leading project visual design and art direction through the use of bodystorming, rapid prototyping and wireframes development to cultivate digital content.
• Researched emerging technological solutions such as projection mapping, audio-visual programming, and digital fabrication techniques.

Contract UI/UX Designer for ml5.js Team | New York University
(January - July 2019) New York, NY
• ml5.js is a web-based platform created to make machine learning approachable for a broad audience of creatives, students, and educators.
• Administered user research, analytics, and usability testing to establish new design standards and optimize information architecture.
• Deliverables included site maps, user flows, personas, and low and high-fidelity wireframes to translate user requirements to stakeholders and developers.

Jr Spatial UX Designer | Ted Moudis Associates
(June 2015 - August 2017) New York, NY
• Worked with teams to conduct user research to translate emergent strategies into programming standards and furniture design solutions.
• Collected and synthesized research gathered from stakeholder workshops and focus groups, surveys, executive interviews, and immersive observational studies.
• Developed graphic standards and visualizations for reports used to communicate key findings with clientele.