

Nick Saunders

UX Designer

I am a UX Designer with a background in sales and marketing in the clean energy space. After a career in selling solar energy alternatives to homeowners, I transitioned into the field of UX Design.

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Design Experience

Castleburg Brewery and Taproom

Castleburg Brewery and Taproom | February-May 2023

Redesigned a website for a small brewery in Richmond, Va. Collaborated with key stakeholders to identify brand requirements and business goals within a limited budget. Ensured that accessibility standards and best SEO practices were followed. Identified, researched, and integrated effective WordPress plugins and themes.

Honestly Smoked LLC

Honestly Smoked LLC | August-September 2022

Designed a responsive e-commerce website for a local ethically-sourced beef jerky company. Created a platform that gives users the option of purchasing one-time orders or customizing subscription offerings. Collaborated with company stakeholders to evaluate business needs and pain points.

iHeartMyHeart

UX Academy | June-August 2022

Designed an online heart-monitoring tool where users are able to track their health and get specific recommendations based on their data. Conducted user research and comparative analysis to identify strengths and weaknesses in the healthcare market. Created an interactive prototype to test and validate my designs.

Work Experience

Residential Solar Consultant *Sigora Solar*

Richmond, Va | July 2020 - October 2022

Established client base through grassroots canvassing and social media engagement. Researched, planned, and led informational consultations to persuade homeowners to invest in solar technology. Utilized CRM and custom-made solar panel engineering software to advertise and guarantee quality solar production. Personally responsible for over \$750k in sales.

Social Media Coordinator *Friends of the Norfolk Public Library*

Norfolk, Va | March 2020 - July 2020

Volunteered to build and maintain an engaging brand voice through the creation of written, video, and photo content to raise funds for the Norfolk Public Library.

Education

DesignLab UX Academy

Remote | November 2022

Completed over 440 hours of coursework in user research, interaction design, wireframes, visual design, prototyping, and user testing.

James Madison University

Harrisonburg | December 2015

BBA in Marketing; Minor in Music Industry

Skills

User Research
Comparative Analysis
Interaction Design
Branding and Content Strategy
Wireframing
Visual and UI Design
Prototyping
Usability Testing
Video and Sound Editing
HTML/CSS

Tools

Figma
Adobe XD
VS Code
WordPress