

NICK TIPPENS

User Experience Designer



SUMMARY

I love to create simple, naturally engaging user experiences through an innovative design process grounded in proven principles of interaction design. I apply a balanced blend of technical and conceptual skills to provide creative solutions to complex product strategy, information architecture, and interface design challenges.

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WORK EXPERIENCE

UX Generalist

State Farm | Atlanta, GA May 2018 - Present

Improved the customer experience of multiple products, including the Drive Safe & Save™ native mobile app, digital auto insurance ID cards, and online renters/homeowners insurance quotes. Delivered impactful CX enhancements that increased digital customer ratings from 2.2 to 4.5/5 in the App Store and 2.5 to 3.7/5 on Google Play. Facilitated design thinking workshops to identify product pain points and cast customer experience vision. Developed and documented horizontal/cross-channel experience architecture. Wireframed new feature experiences and prototyped interaction designs at low and medium fidelities. Designed "pixel-perfect" high fidelity comps for delivery and development on native mobile and responsive web applications, and supported their agile development teams.

UX Design Intern

The Coca-Cola Company | Atlanta, GA May 2017 - August 2017

Empowered implementation of new global strategic digital initiatives by logging, testing and approving design improvements and bug fixes for an in-house survey tool called the Evaluation Engine. Iterated through information architecture solutions and visual interface designs for the Engine, and assisted with design and planning for its eventual integration with a company-wide internal Digital Community Site.

News & Communications Content Strategist & Videographer

Ivan Allen College of Liberal Arts | Atlanta, GA August 2016 - May 2018

Increased engagement with the Office of Communications' various digital media outlets. Filmed, edited, and produced video content documenting student and faculty research. Maintained and updated the college's online presence, including its website and social media platforms.

EDUCATION

M.S. Digital Media (2018)

Georgia Institute of Technology | Atlanta, GA

B.S. Earth & Ocean Sciences (2012)

Duke University | Durham, NC

skills

- INTERACTION DESIGN
- INFORMATION ARCHITECTURE
- RESPONSIVE WEB DESIGN
- NATIVE MOBILE DESIGN
- WIREFRAMING & USER FLOWS
- AGILE METHODOLOGIES
- PRODUCT STRATEGY
- RAPID PROTOTYPING & TESTING
- DESIGN THINKING
- JOURNEY MAPPING

tools

- SKETCH
- INVISION PROTOTYPES
- INVISION FREEHAND
- UX PIN
- BALSAMIQ
- ADOBE XD
- PHOTOSHOP
- PREMIERE PRO
- AFTER EFFECTS
- ILLUSTRATOR
- JIRA
- VERSION ONE

hobbies

- MUSIC JOURNALISM
- DOCUMENTARY FILMMAKING
- SPORTS WATCHING
- DOG PARENTING