

NICHOLAS REGLI

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PROFESSIONAL EXPERIENCE

NQ Ideas

Corona, CA, USA

Product Designer, Brand Designer

2024 - Present

- » Improved brand image and user engagement by 30% by creating logos, patterns, color palettes, and marketing materials using Wordpress and Adobe Creative Suite, ensuring WCAG compliance and brand consistency across digital and physical media.
- » Enhanced UX/UI design process for digital products by facilitating user-centered design through gathering user feedback and using Figma and modern prototyping tools to adhere to web design and quality assurance standards.
- » Established comprehensive brand guidelines to ensure consistency and WCAG compliance across digital platforms, aligning with UX/UI and visual design principles.
- » Improved cross-functional collaboration by working within Agile environments to design and iterate on user interfaces, creating wireframes and prototypes using Figma and component libraries.
- » Strengthened product design strategy for e-commerce and SaaS solutions by conducting user research and analysis to inform UI design and graphic design strategies, enhancing the usability and appeal of digital products.

Voices for Children

La Jolla, CA, USA

Lead UX Designer (Volunteer)

2024 - 2024

- » Increased conversion rates by 20% by leading a team of 4 designers in the redesign of VFC Donation and Volunteer Pages using Figma and human-centered design principles, aligning with web design standards.
- » Enhanced design implementation speed by authoring materials for design-developer hand-off, facilitating cross-collaboration and faster overall execution.
- » Refined user experience and design quality by conducting 2 rounds of usability testing with 20 users and leading biweekly meetings to present findings and design results to key stakeholders.
- » Improved outreach effectiveness by designing a new social media outreach page from a consumer-oriented perspective using industry best practices and heuristic analysis.
- » Fostered understanding of HCI principles by applying human-centered design principles throughout projects, ensuring alignment with user needs and business goals.

SNS Salon & Beauty Supply

Huntington Beach, CA, USA

UX Designer (Volunteer)

2024 - 2024

- » Improved user satisfaction by 30% by collaborating with a team of 3 designers to create and refine responsive wireframes and prototypes for SNS Salon & Beauty Supply.
- » Enhanced brand recognition by leading the creation and testing process for prototypes of home, services, booking, and review pages.
- » Strengthened SNS branding by executing two rounds of user testing with 8 participants and refining designs based on iterative feedback.
- » Increased positive user feedback by 25% by developing and implementing new design elements that modernized the visual identity through design collaboration.
- » Delivered high-quality digital experiences in a volunteer role as a UX Designer by collaborating with cross-functional teams to align designs with user needs and business goals.

UCSD Guardian Newspaper

La Jolla, San Diego, CA, USA

Associate Art Editor (Paid) / Illustrator (Unpaid)

2021 - 2024

- » Delivered high-quality illustrations for weekly articles by supervising a team of 5 illustrators at UCSD Guardian Newspaper's art team, meeting strict deadlines and technical requirements.
- » Managed over 60 digital illustration projects with varying due dates by ensuring timely delivery and collaborating with editorial staff to meet technical requirements.
- » Achieved promotion to Associate Art Editor within 2 years by consistently delivering high-quality visuals for print and digital media at UCSD Guardian Newspaper.

EDUCATION

University of California - San Diego

2019 - 2024

Bachelor's, Web Design

GPA: 3.8

University of California - San Diego

2019 - 2024

Bachelor's, Art

GPA: 3.8

SKILLS

Skills: Human-Centered Design, User Research, Figma, Prototyping, Wireframing, Storyboarding, Adobe Creative Suite, Agile Methodology, Cross-functional Team Collaboration