

SUMMARY

UX/UI designer with 13+ years delivering user-centered digital products across health, tech, and finance. I've worked freelance, contract, and full-time, and I'm ready for a full-time seat with room to grow into senior UX/product work. I'm backing that up with ongoing certifications in accessibility and inclusive design.

EXPERIENCE

UX/UI DESIGNER

NATHANEDWARDS.ME · DALLAS, TX · FREELANCE

JUN 2017 - CURRENT

Run my own design practice covering websites, brand systems, and e-commerce UX across health, entertainment, wellness, fashion, and hospitality. I handle research, design, and build, working directly with clients from first sketch to launch.

PRODUCT DESIGNER

FIDEFUL · REMOTE · CONTRACT

MAY 2026 - CURRENT

Product designer for a social fitness app that turns wearable data into crew leaderboards and friend challenges. Built the dashboard, onboarding, and a privacy-first scoring model that shows a user their real numbers while translating anything about a friend into plain language instead. Now working directly with the founding team on data architecture and product strategy as the company heads toward its Q1 launch.

MANAGER

TRUE FOOD KITCHEN · PLANO, TX · FULL-TIME

JAN 2025 - NOV 2025

Led front-of-house training, scheduling, and nightly reconciliation for a restaurant generating \$100K+ in weekly sales. Managed a team through peak service hours, keeping the floor moving and the pace under control.

UX/UI DESIGNER

UNIVERSAL CARE GROUPS · DALLAS, TX · CONTRACT

FEB 2024 - NOV 2024

Built the UX/UI and web platform for Universal Care Benefits and Universal Tax Credit from scratch, a secure, IRS-compliant tax relief product. It served 10M+ users and has helped process \$500K+ in refunds. Set up Monday.com and Zapier automations so CRM, SEO, and maintenance tasks run on their own, no daily manual upkeep needed.

UX/UI DESIGNER

THE VIRTUAL WILD · DALLAS, TX · CONTRACT

JUN 2022 - DEC 2023

Led UX/UI on Walmart AMP's ticketing platform, rebuilding it from research through high-fidelity prototypes so it held up on a phone in line as well as a desktop at the box office, built around a real-time seat map. Annual attendance grew by 83,000+ and revenue jumped 40%, topping \$1M for the first time in the venue's history. Helped build a 3D interactive sales tool for Siemens, used to pitch chief-level business owners.

GRAPHIC & WEB DESIGNER

MARQUIS · PLANO, TX · FULL-TIME

MAR 2014 - JUL 2017

Designed and hand-coded HTML email campaigns sent daily to 100,000+ customers for national banks and credit unions. Took on more graphic design work over time and led a rebuild of the company's flagship website, working directly with clients from kickoff to launch.

GRAPHIC & WEB DESIGNER

MY WEBSITE PRONTO · DALLAS, TX · FULL-TIME

JAN 2012 - JAN 2013

Designed and built responsive WordPress sites end to end, from wireframes through full technical setup, plus a steady stream of graphic design work for clients. Managed ongoing edits and updates to keep a handful of active sites running.

SKILLS

UX RESEARCH & STRATEGY

User Research, Journey Mapping, Persona Development, Competitive Analysis, Usability Testing, A/B Testing, Human-Centered Design

UI DESIGN & DEVELOPMENT

Wireframing, Prototyping, Responsive Design, Accessibility (WCAG), Information Architecture, Interaction Design, Design Systems, Visual Hierarchy, Typography

TOOLS & PLATFORMS

Figma, Framer, Photoshop, Illustrator, Webflow, WordPress, HTML/CSS, JavaScript, Miro, FigJam, Claude

WORKFLOW & COLLABORATION

Agile/Scrum, Sprint Planning & Retrospectives, Jira, Slack, Monday.com

EDUCATION

B.A.T., Software Development

COLLIN COLLEGE

IN PROGRESS · EST. 2028

Google UX Design Professional Certificate

COURSERA · 7 INDIVIDUAL COURSE CERTIFICATES

COMPLETED 2025

High School Diploma

ALLEN HIGH SCHOOL, ALLEN, TX

COMPLETED 2011