

# CARLY NICHOLSON

## UI/UX Designer & Design Engineer

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[Design Portfolio](#) | [Development Portfolio](#) | [LinkedIn](#)

### PROFILE

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UI/UX and product designer with a front-end development foundation, specializing in complex, data-heavy enterprise SaaS workflows. I translate requirements and UX research into intuitive, human-centered interfaces-then collaborate directly with engineers in React and TypeScript to keep implementation faithful to design intent. I build scalable design systems, reduce cognitive load in legacy products, and own end-to-end workflows from user stories and research through user flows, wireframes, prototypes, stakeholder approval, and developer handoff.

### CORE COMPETENCIES

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- User-Centered & Human-Centered Design
- Cross-Functional Collaboration (PM & Eng)
- Wireframing & Prototyping
- User Research & Workflow Design
- Front-End Development (React, TypeScript)
- Responsive & Mobile-First Design
- Design Systems Development
- Design-to-Development Handoff
- SaaS & Enterprise Application Design
- Accessibility (WCAG AA/AAA, Section 508)
- Data-Driven Design Decisions
- Mentorship & Team Growth

### PROFESSIONAL EXPERIENCE

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#### Apptricity Corporation | UI/UX Designer

Dec 2023 – Present

Irving, TX

Sole UI/UX Designer for an enterprise SaaS platform spanning asset tracking, inventory management, and work order management, owning interface design, design system development, and product roadmap strategy for both the production legacy application and its next-generation redesign.

- Redesigned the Texas DMV Inventory Management System workflow in response to HB718, reducing license plate order time to approximately 15 seconds while improving accessibility based on direct customer feedback.
- Partnered with a cross-functional product team to design and prototype a next-generation version of the platform, establishing a new design system and 12+ end-to-end workflows across work order management, device management, and asset management/tracking (including an interactive floor map for asset location).
- Ran the full design process for each workflow, including requirements review, UX research, user flows, wireframes, and high-fidelity prototypes, and presented designs directly to product managers, engineering leads, and executive leadership for approval prior to developer handoff.
- Designed and prototyped in React, TypeScript, and a Shadcn/Lucide-based component library, enabling direct collaboration with engineers on implementation rather than handing off static specs alone.
- Continuously identify and resolve recurring usability issues in the production legacy system — cognitive overload, inconsistent navigation, permission-based dead ends, and long load times — while maintaining WCAG AA/AAA and Section 508 accessibility compliance.

#### Neon Blvd | Director of User Experience & User Interface

Sep 2020 – Dec 2023

Remote

- Owned UX/UI design for client and company websites end to end, from initial concept through custom front-end implementation in WordPress and Elementor.
- Built and maintained a component-based design system using Elementor Global Styles (shared colors, typography, and element settings) to enforce brand consistency across client sites.
- Developed custom post types and dynamic post templates with mapped fields, enabling non-technical clients and coworkers to publish structured content (e.g., episodic TV show listings) without manual formatting or empty-field errors.
- Extended site functionality at the code level — custom CSS and PHP edits at the theme and plugin level — and configured gated content (password- and membership-based access) and third-party integrations, including an MLS data feed for a real estate client.

- Mentored junior designers and led internal workshops to build design and front-end skills across the team.
- Rebuilt legacy source code into a lighter, more maintainable system architecture.

## Broadleaf Commerce | Marketing Coordinator → Marketing Manager

2015 – 2019

Plano, TX

- Early-career role spanning content, brand, and website management; partnered with the engineering team on a full CMS migration, an early foundation for later front-end and UX work.

### KEY PROJECTS

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**The People's Voice Project** — Built, with a team, a centralized platform for searching government representatives, elections, and polling locations. *Technologies: React, JavaScript, CSS*

**Fetch** — Collaborated in a team to design and develop a mobile-first, responsive MERN application connecting pet owners with local service providers. *Technologies: MongoDB, Mongoose, React, Node.js, Express, CSS, Heroku*

**COVID-19 Tracker** — Designed and developed a responsive React application to visualize global COVID-19 data. *Technologies: React, CSS, Netlify, Ramda*

**Spaero** — Designed and developed a responsive flight search and booking application, focused on UI/UX and interaction design. *Technologies: React, React Bootstrap, CSS, Netlify, Animate.css*

### TECHNICAL SKILLS

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**Design:** Figma (Design, Make, Dev Mode), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Sketch, Gravit Designer, Elementor, Stitch, Visily

**Front-End Development:** HTML, CSS, JavaScript, TypeScript, React, Node.js, Express, PHP, Python, Django, Bootstrap

**Data & CMS:** PostgreSQL, MongoDB, WordPress, WooCommerce

**AI-Assisted & Dev Tooling:** Cursor, Kiro IDE, VS Code, Xcode, Claude, GitHub Copilot, Codex, TestFlight, Figma Make

**Version Control & Collaboration:** Git, GitHub, Bitbucket, Jira, Agile/Scrum

### EDUCATION

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#### Software Engineering Immersive — General Assembly (Remote), 2020

500-hour, full-time, full-stack program: HTML, CSS, JavaScript, React, Node.js, Express, Python, PostgreSQL, MongoDB, Git, Agile/Scrum.

#### Bachelor of Arts, Strategic Communication — Oklahoma State University, 2014

### LANGUAGES

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English (Fluent) | Spanish (Fluent)