

LIV NELSON

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PRODUCT DESIGNER & UX ENGINEER

Driven by innovation, I specialize in enhancing user engagement through visually captivating designs that align with brand identities. My expertise spans the entire design process, from conceptualization to wire-framing, prototyping, and production. With strong full-stack coding skills and effective collaboration with developers, I bring ideas to life and deliver impactful results. My passion lies in creating visually stunning, brand-focused designs that leave a lasting impression.

SKILLS

Core Competencies: Product Design • UX/UI Design • Branding & Identity • User Research & Testing
User Flows • Prototyping • Visual Design • Responsive Design • Web Development

UX / UI Tools: Figma • Adobe XD • Miro • Illustrator • InDesign • Photoshop • PremierePro • AfterEffects
WordPress • Shopify • Keynote / PowerPoint

Full-Stack Coding Languages & Tools: HTML • CSS • JavaScript • TypeScript • React • SolidJS • D3 • ChartJS
PHP • Ruby • Ruby on Rails • GitHub

I have worked with various prototyping tools and frameworks, but I've only mentioned a few of my favorites here to keep things concise. If your team uses different tools that work well for you, I'm more than happy to learn and use them too!

PROFESSIONAL EXPERIENCE

National Energy Installers

Newport Beach, CA

Product Designer, Full-Stack Developer & Marketing Director

2023 - Present

- Designed and developed six websites, more than doubling web traffic and increasing organic conversions by 200%.
- Developed and deployed two web apps using React and Agile methodologies, resulting in a 30% increase in sales efficiency and a ninefold boost in user engagement.
- Created impactful branding with style guides, logos, and web designs, enhancing brand recognition, which led to a 40% increase in brand recognition and consistency across platforms.
- Implemented SuiteCRM, streamlining sales processes and improving customer management.
- Created targeted pitch decks and branding, contributing to raising \$500M+ in investment funds.
- Created standardized SOPs, increasing organizational efficiency through clear, practical guidelines that enhanced compliance and productivity.
- Developed and executed a data-driven social media strategy, increasing engagement by 50% with interactive content.

Fuller Theological Seminary

Pasadena, CA

Contract UX/UI Designer & Web Developer

2023 - Present

- Designed user-friendly web layouts that improved user engagement while maintaining strict brand standards.
- Converted wireframes into high-fidelity prototypes using Figma, ensuring adherence to brand standards and facilitating smoother handoff to developers.
- Developed a front-end app for a degree database, establishing a new standard for program exploration and access.

Product Designer & Web Developer

2016 - 2023

- Designed responsive websites with accessibility and SEO integration, establishing a robust online presence.
- Developed the first interactive database system, increasing user engagement and enhancing marketing campaigns.
- Leveraged Google Analytics and other tools to optimize user experience, resulting in a 30% improvement in user satisfaction.
- Applied Agile methodologies in collaboration with executives and teams, reducing project timelines by 20%.
- Designed tailored graphics aligned with company branding, increasing brand consistency.
- Updated platform for stability, performance, and functionality, reducing downtime and improving performance.

VOLUNTEER EXPERIENCE

SoCal Arts

Monrovia, CA

UX/UI Designer, Web Developer & Photographer

2020 - 2023

- Designed a responsive website and streaming platform for SoCal Arts, enabling immersive online performance viewing.
- Created impactful marketing materials (digital and print) to promote events and initiatives effectively.
- Developed custom animations, projections, and videos to enhance performances and create captivating visual experiences.
- Built a WooCommerce e-commerce store for seamless online transactions and efficient inventory management.

Monrovia Days

Monrovia, CA

UX/UI Designer, Full-Stack Developer, Photographer & Video Creator

2018 - Present

- Developed a scavenger hunt web app for the annual event, engaging 197 players in an interactive experience.
- Updated the responsive website for Monrovia Days, enhancing user experience and incorporating new features.
- Designed logos, marketing materials, and brochures for the city birthday event, increasing event visibility and brand recognition.
- Produced a 2-hour video for Monrovia's birthday, featuring citizen submissions and historical footage, which was broadcast on public TV during the 2020 stay-at-home season.

Centre Stage, Inc

Monrovia, CA

UX/UI Designer, Web Developer & Photographer

2017 - 2022

- Revamped Centre Stage, Inc.'s website, enhancing user experience and engagement.
- Created a pay-per-view streaming platform for convenient online viewing of shows and performances.
- Developed a streamlined ticketing system and online donation store with WooCommerce, boosting ticket sales and donations.
- Designed marketing materials, doubling business growth and strengthening visual identity.
- Captured professional headshots for performer profiles in student programs.
- Produced custom graphics and video projections to enhance on-stage performances.

EDUCATION

Flatiron School

Software Engineering

Software Engineering Certification

New York, NY

Collin County College

School of Fine Arts, Design & Photography

Plano, TX

Harding University

School of Nursing

Licensed CNA

Searcy, AR

EMT Services

Emergency Medical Technician

Licensed EMT

Plano, TX