

# NICHOLE MILLER-KREZELAK

## UX STRATEGIST / CONTENT DESIGNER

\*\* Dual US and EU citizen\*\*

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For 20 years, I've brought a passion for strategy, design, and leveraging words to craft empathetic, intuitive, and enticing user experiences.

## SKILLS

UX | Competitive + comparative analysis, surveys, interviews, personas, storyboards, journey mapping, user flows, information architecture, sketching, accessibility, internationalization, wireframing, prototyping, usability testing

OPERATIONS | design systems, style guide building, team onboarding, strategic gatherings, user education, project management, processes, and agile dev framework

## TOOLS

DESIGN | Figma, Sketch, Adobe Suite: InDesign, Photoshop, Illustrator, XD

COLLABORATION + PROJECT MANAGEMENT | Google Suite, Jira, Asana, Miro, Mural, Confluence, Airtable, Dropbox

LANGUAGES | English (native), Italian (fluent), French, Spanish (basic)

## EDUCATION + VOLUNTEERISM

FUNDAMENTALS OF GRAPHIC DESIGN  
CalArts | 2021

UX DESIGN CERTIFICATION  
City University New York | 2019

SUSTAINABILITY DESIGN  
FIT, NYC | 2018

INTERNATIONAL STUDIES, BA  
University of Washington | 2004

VOLUNTEER | The Surfrider Foundation, UX Design Mentor, Valley Forge Audubon Society, Travel Soccer Coach

## LEAD CONTENT DESIGNER

**Dropbox** — December 2021 - present

### Design Systems Content Design Lead, mobile + web

- Creating strategy to align design systems by identifying gaps, improving information architecture in engineering documentation, and boosting user engagement

### Sharing Content Design Lead, mobile + web

- Overhauled file sheet sharing; Content Design updates led to 59% increase in sharing sign-ups

### Desktop Experience Content Design lead, web app

- Created end-to-end File Provider UX that unblocked and delivered improved sync functionality for 235m users

## UX CONTENT DESIGNER (contract)

**Zillow** — March 2021 - November 2021

### Zillow Closing Services Content Designer, mobile + web

- Created user flows, journey maps, & wrote all content to digitize signing and closing processes

### Design Systems Content Designer

- Project managed the creation, site design & release of Content Design Style Guide

## UX PRODUCT CONTENT STRATEGIST

**Allstate (Identity Protection)** — June 2020 - March 2021

### Lead Product Content Strategist, web + mobile

- Strategized & wrote feature activation email campaign resulting in 55x greater user conversion
- Content updates activated 5k users on mobile Digital Footprint feature in first 48 hours of release

## UX STRATEGIST / CONTENT DESIGNER

**EA Projects** — October 2019 - April 2020

### Challenger Breadware UX Strategist/UX Designer

- Designed all content for marketing email funnel, helping increase sales by 800% in 2 months
- Created all long-form and microcopy content; led UI design for FAQs, checkout, and recipe pages

### Audi UX Strategist / UX Designer

- Designed interior design framework site (internal) by performing content + design audits and creating all user journeys, sketches, wireframes, prototypes, + content

## FOOD, LIFESTYLE, + TRAVEL WRITER (freelance)

**Various** — October 2008 - April 2018

- Tasting Table (Leesa, BMW, Le Creuset, Patron, Penguin, Stemilt); WSJ; Visit Spokane; The Inlander; Barnes & Noble; Italian Trade Agency (food & wine)

## UX WRITER, CONTENT DESIGNER, ED PUB (freelance)

**Various** — 2004 - present

- Pearson, MacMillan/McGraw-Hill, Amsco, PS 10, Open Stage Project, Mommatribe, Crewasis, Scrapp, MOJO Lab, NXNW