NIC HUERTA

Multidisciplinary designer with 7+ years of experience aiming to create meaningful connections between brands and their customers through intentional design

DESIGN EXPERIENCE

BALSAM BRANDS, REDWOOD CITY, CA

Senior UX/UI Designer, Feb 2024 to Present
- Collaborates with UX lead, PMs, and eComm teams to test and measure product success
- Transforms hypotheses into wireframes and prototypes based on business goals
- Works with cross-functional teams to test and refine design solutions
- Creates icons and graphic assets for website, ensuring consistency across channels
- Delivers final UI designs and specifications for developers

RARES, REMOTE, CA

Senior UX/UI Designer, Oct 2021 to May 2023
- Managed UX for Rares platform, collaborating on strategy with cross-functional teams
- Developed wireframes and prototypes in Figma, applying responsive design principles
- Established and managed a comprehensive design system

Interactive Art Director, Jun 2021 to Oct 2021
- Directed creative vision and design strategy
- Established and upheld design standards and guidelines
- Managed user research and usability testing
- Collaborated with product managers and engineers on implementation
- Executed marketing campaigns

Founding Designer, Feb 2021 to Jun 2021
- Collaborated with co-founding team on strategy, business development, and innovation
- Led brand development in partnership with Chief Creative Officer
- Conducted market research and user testing
- Utilized design thinking to iterate on features and enhance platform user journeys
- Contributed to fundraising with compelling pitch materials and demos

LET'S CONNECT

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ACADEMICS

Designlab
Cerificate of Achievement
UX Research & Strategy

Liberty University
Bachelor of Fine Arts
Graphic Design

Sacramento City College
Certificate of Achievement
Front-End Web Development

SKILLS

Human Computer Interaction • User Experience • User Research • User Personas • User Flows • Information Architecture • Wireframing • Prototyping • Usability Testing • Data Analysis • Interaction • User Interface • Motion • Design Systems & Patterns • Responsive Design • Visual Design • Brand Identity • Design Thinking • Typography • Print

DESIGN EXPERIENCE (CONT'D)

MINERALWARE, FORT WORTH, TX

UX/UI Designer, Nov 2019 to Feb 2021
- Collaborated with product and engineering to improve MineralWare platform
- Led design and development of mobile user experience
- Utilized client success insights to shape design decisions
- Created wireframes and prototypes for stakeholder communication
- Ensured new features aligned with user needs, business goals, and brand

GDC TECHNICS, FORT WORTH, TX

Graphic Designer, Mar 2019 to Aug 2019
- Managed design projects from conception to completion, meeting tight deadlines and maintaining high design standards
- Assisted with facilitating a comprehensive brand development workshop with executive-level team members
- Collaborated on creating an enhanced set of brand guidelines articulating brand values, mission, vision, identity, and messaging
- Ensured unified and consistent brand representation across all touchpoints, internally and externally
- Translated marketing goals and objectives into compelling visual concepts and designs

INSPIRUS, FORT WORTH, TX

UI Designer, Feb 2019 to Mar 2019
- Collaborated with teams to design interfaces meeting project requirements and user needs
- Created wireframes, prototypes, and updated UI components in Sketch
- Applied responsive design for optimal user experience on all devices
- Engaged in design critiques and brainstorming sessions

BETTER BUSINESS BUREAU, SACRAMENTO, CA

Marketing Communication Designer, May 2017 to Jan 2019
- Conducted workshops and surveys to enhance member experience
- Assisted accredited members with website updates and marketing materials

TOOLKIT

Sketch • Figma • FigJam • Adobe XD • Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Adobe Lightroom • Adobe After Effects • Front-End Web Development • HTML • CSS • JavaScript • Content Management Systems • Storybook • Zeplin • GitHub • Jira • Notion • Monday • Mac OS • Windows OS

RECOGNITIONS

The TIDE Peer Award
Trustworthy, innovative, determined and empowered. Recognized by manager and peers for continuous efforts in outstanding practices, personal achievements, dedicated professionalism and excellence as a role model to colleagues at Better Business Bureau.

DESIGN EXPERIENCE (CONT'D)

BETTER BUSINESS BUREAU, SACRAMENTO, CA (CONT'D)

- Contributed to brand identity development for co-working space, presenting concepts to board
- Managed vendor relationships for print materials and design reviews
- Participated in local outreach events as a resource for businesses and the community

Multimedia Designer, Sep 2016 to May 2017
- Built trust in the marketplace through strategic and creative design
- Revamped accredited member benefits portal for enhanced experience
- Created landing pages, email campaigns for business development and customer success
- Managed social media content, ads, and analytics
- Developed marketing kit for accredited member onboarding

MILITARY EXPERIENCE

UNITED STATES AIR FORCE, TRAVIS AFB, CA

Bioenvironmental Engineer Technician, Apr 2013 to Apr 2019
- Performed gas mask and respirator fit tests for personnel readiness
- Evaluated workplace CBRNE hazards
- Conducted source water assessments, generated contaminant reports
- Coordinated corrective actions with regulatory agencies