

NIC HUERTA

Multidisciplinary designer with 9+ years of experience aiming to create meaningful connections between brands and their customers through intentional design

DESIGN EXPERIENCE

BALSAM BRANDS, REDWOOD CITY, CA (HYBRID)

Senior UX/UI Designer, Feb 2024 to Present


- Collaborates with UX lead, PMs, eComm, and development teams to conduct user research, test hypotheses, and measure product success through data-driven insights.
- Translates research findings and usability insights into actionable design solutions, creating wireframes and prototypes aligned with business goals and technical feasibility.
- Partners with cross-functional and development teams to test, iterate, and refine designs, ensuring solutions are both user-centered and implementation-ready.
- Creates icons and graphic assets that maintain brand consistency across all channels and elevate the overall digital experience.
- Presents research insights, design rationale, and final UI specifications to stakeholders and development teams to ensure alignment, feasibility, and seamless handoff.


RARES, FREMONT, CA (REMOTE)


Senior Interactive Art Director, Jun 2021 to May 2023

- Led end-to-end UX strategy and design for the Rares platform, collaborating with cross-functional partners to align on product vision and user experience goals.
- Developed wireframes, prototypes, and design systems in Figma, applying responsive design principles to ensure consistency and scalability.
- Conducted user research and usability testing, translating insights into actionable design solutions that improved engagement and usability.
- Partnered with product managers and engineers to ensure technical feasibility, seamless implementation, and high-quality execution.
- Directed the creative vision and design standards, driving cohesive storytelling across digital experiences and marketing initiatives.

LET'S CONNECT

 nichue.com

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 +1 (408) 548-1388

ACADEMICS

Designlab

Certificate 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)

RARES, FREMONT, CA (REMOTE)

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

MINERALWARE, FORT WORTH, TX (REMOTE)

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 (ONSITE)

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

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 (ONSITE)

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
- 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

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

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