

# Toni Nicolas (she/her)

Product Designer (UX/UI) | Platform & Digital Products

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7+ years of experience leading UX and platform initiatives across education, agency, and small-business environments. Proven ability to frame problems, design scalable solutions, and collaborate cross-functionally from discovery through launch. Strong foundation in UX systems, front-end fluency, analytics-informed design, accessibility, and governance.

## WORK EXPERIENCE

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### UX/UI Designer | Front-End Developer

December 2023 – Present | Skagit Valley College | On-site

- Owning the UX strategy and execution across the product lifecycle, partnering with Marketing, IT, academic teams, and vendors.
- Owned UX strategy and execution for a CMS migration, improving accessibility, governance, and reduced content maintenance time by 78%.
- Designed standardized academic program page templates to improve findability and task completion.
- Delivered a centralized policies library to resolve compliance and discoverability gaps.

### UX Designer

July 2021 - January 2023 | RTOWN | Remote

- Led product design and user research through discovery, iteration, and launch for client-facing digital products across e-commerce, portals, and internal tools.
- Designed a guest portal for a long-term stay platform, contributing to a 20% increase in booking retention.
- Directed a headless e-commerce UX rebuild, enabling scalable architecture and streamlined inventory management across four brands.
- Partnered with stakeholders to define requirements, prioritize features, and measure outcomes, contributing to a 20% increase in agency MRR.

### UX/UI Designer | Web Application

SWITCH Song Library App (Contract) — Jul–Aug 2023

- Pitched and validated a web app platform serving ~70,000 users/month to replace a 2,000-page PDF library.
- Designed and shipped a 0→1 web application while directing a cross-functional development team, iterating rapidly using live user feedback and usage signals.
- Improved usability in low-light environments and reduced friction in the karaoke song-selection experience.

## Web Developer | CMS Migration Specialist (Contract)

SBCTC — Oct 2024–Jan 2025

- Supported UX and content execution for a large-scale CMS migration to Modern Campus.
- Conducted content audits, sitemap analysis, and accessibility-focused cleanup to improve navigation quality.

## ADDITIONAL EXPERIENCE (COMPRESSED)

- **Graphic & Web Designer, Moonman Studios** — Built e-commerce and brand websites.
- **Learning Experience Designer, Cosmo Global (Japan)** — Created interactive curriculum and cross-cultural collaboration for middle school students.
- **Graphic Design Tutor, Rasmussen** — Conducted 1:1 instruction, problem diagnosis, and independent learning facilitation
- **WordPress Developer & Web Designer (Freelance)** — Created end-to-end websites and branding for small businesses.

## EDUCATION

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### Rasmussen University

Bachelor of Science — Graphic Design

Associate of Science — Web & Interactive Design

### British Columbia Institute of Technology

Certificate — Technical Web Design

## SKILLS & OTHER

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Product strategy & delivery • product discovery • requirements definition • stakeholder alignment • UX & systems design • analytics-informed design • accessibility & SEO • front-end collaboration (HTML/CSS/JS fluency) • tools: Figma, Miro, Notion, GA4, Smartsheet