

NICK WASHBURN

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(650) 703-9214 | 2425 SE Pine St | Portland, OR 97214

SKILLS

USER EXPERIENCE

- Creating site maps and wireframes for websites on all platforms (desktop, mobile, tablet)
- Mapping out and testing user flow for web and mobile projects, ensuring users engage with content efficiently

ACCOUNT MANAGEMENT

- Developing creative strategy for web, mobile, CRM, print and video projects
- Interfacing with and managing design and development teams on a daily basis, on digital projects including websites, mobile apps, emails and banners

CONTENT STRATEGY

- Leading major content audits for both new and existing sites, assessing for relevancy and necessity
- Translating recommendations to design process, ensuring all content is displayed effectively

EXPERIENCE

CREATIVE B'STRO (2010 - 2015)

- Senior Account Executive / Content Strategist
- Worked closely in an agency setting with clients like UCSF, Johnson & Johnson, Listerine, Roku and Eaze on projects encompassing web, CRM, print and motion graphics
- Managed staff in multiple offices on a wide range of projects

FREELANCE WEB / UX DESIGN (2015 - 2019)

- Organized and designed print and web assets concisely explaining new services for new brands including Flint and MathCrunch
- Developed wireframes condensing detailed content and concepts
- Produced extensive design collateral for product launch based on site designs

PAYALT (2019 - 2021)

- Orchestrated overall user experience portfolio for a startup cryptocurrency brand led by former Tesla general manager
- Collaborated with engineering and design teams to streamline a simplified path to purchase
- Researched and designed branding for a new product in an emerging space

MARWALL (2020 - 2022)

- Led the marketing development of a new brand of eco-friendly takeout containers
- Created digital marketing assets based on a targeted marketing sphere

EDUCATION

SAN FRANCISCO STATE UNIVERSITY (2006 - 2011)

Creative Writing