

NIQ BALDWIN

Lead Web Designer

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Work Experience

Online-Access

Online-Access is a B2B website and web software provider for HVAC companies, with a custom web hosting platform and multiple unique products to create a web solution perfect for a customer’s needs.

Design Team Lead

2022 - Present

- Create and maintain standards for website designs based on feedback from appropriate departments and managers, creating necessary documentation and template files
- Maintaining operation orders: delegating tasks, and managing project statuses. Assigning and stepping in where necessary to keep designs moving through the pipeline
- Teach HTML, CSS, and Javascript to design and development team
- Audit design and work with designers to maintain growing and changing design standards
- Build web pages based on designs, and publish said websites after revisions.

UI/UX Designer

2019 - 2022

- Work collaboratively with researchers, managers, engineers, and other departments as needed to discuss, spec, and fulfill the overall product vision and goals, communicating both remotely and in person.
- Create high-fidelity prototypes and/or mockups with visual specs, detailing interactions and artifacts to communicate design direction for that product, expressing the Online-Access brand. As well as overseeing quality implementation and following up.
- Create and maintain design systems and shared design libraries for the company including the logo, branding, user interface, and guide for subsequent material design.
- Keep up-to-date on font-end web design best practices for using responsive web framework, minding various device sizes including mobile, tablet, and desktop, with usability principles in mind.

Customer Support Representative

2017 - 2019

- Collected, interpreted, and prioritized the user experience feedback received on a project or existing products, by examining pain points and following the design flow route to update product components properly.
- Learned HTML, CSS, and Javascript to make efficient changes to websites, leveraging native functionality and using responsive framework.
- Built brand loyalty and client relationships by providing support for clients, and applied problem-solving skills to resolve customer inquiries, escalating to the appropriate channels when necessary, with a 24-hour turnaround.

Skills/Area of Expertise

Design

Figma, Balsamiq, Illustrator, Photoshop, InDesign, ProCreate

Communication

Slack, Google Slides/Powerpoint, Discord

Development

WordPress, Node.JS, HTML, CSS, Javascript, Git, Jira

Education

Grand Valley State University

Bachelor’s in Fine Arts, Illustration Emphasis