

Niki Stanley

User Experience Designer

Columbia, Missouri
niki.stanley@gmail.com
573-808-3638
nikistanley.com
linkedin.com/in/nikistanley/

Skills

Wireframing + prototyping
HTML/CSS
User interviews
Usability testing
Card sorts + tree tests
Information architecture
Competitive analysis
Writing interface and microcopy
Web accessibility (WCAG)

Software

Adobe XD + Creative Cloud Apps
Figma, Mural, Optimal Workshop
WordPress, Drupal
Google Analytics, Git

Education + Certifications

User Experience (UX) Certification

Nielsen Norman Group, 2019

Master of Arts, Information Science and Learning Technologies

University of Missouri, 2012

Bachelor of Science, Secondary Education—Art Education

University of Missouri, 1997

Professional Experience

June 2019 to present

UI/UX Designer—Expert

Digital Service, Joint Office of Strategic Communication and Marketing, University of Missouri

- Collaborate with developers, marketing and communications staff and subject matter experts to design useful, accessible and responsive websites
- Lead the discovery and design process by conducting user and stakeholder interviews, competitor benchmarking, Google Analytics reviews, card sorts, tree tests and remote usability studies
- Synthesize research insights and present them along with actionable recommendations to leadership and project teams
- Create user flows and design prototypes that support both user and business needs
- Advise developers and clients on current best user-centered design practices
- Help establish and document design system standards and serve as the digital accessibility (A11y) go-to person for our team

February 2018 to June 2019

Strategic Communication Consultant

Joint Office of Strategic Communication and Marketing, University of Missouri

- Served as content designer for missouri.edu redesign project. Conducted competitive analysis, audited content; designed page layouts using brand components; and wrote interface copy
- Designed microsites, landing pages and internal HTML mass email communications for university initiatives

December 2016–February 2018

Strategic Communication Associate II

Office of the Provost/Mizzou Advantage, University of Missouri

- Designed optimized landing pages for key initiatives and managed web content for Office of the Provost and Mizzou Advantage websites
- Designed event promotional materials, ads and billboards as well as PowerPoint presentations for the provost and chancellor
- Developed and executed HTML mass email communications for major university initiatives

Continued →

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Professional Experience *(continued)*

April 2010 to August 2016

Senior Multimedia Specialist (2010-14)

Senior Educational Program Coordinator (2014-16)

Division of Inclusion, Diversity & Equity, University of Missouri

- Designed a centralized website for diversity and equity services to improve awareness and access to those services for the campus community
- Developed e-learning microsites, including the academic hiring training required of all search committees by the Office of the Provost
- Created promotional and educational materials (print, web, digital ads, etc.)

August 2008 to August 2010

Freelance web designer and consultant

- Designed and developed University of Missouri Program in Virology and Molecular Therapy website
- Designed 10+ web site templates for McAllister Software's veterinary content management system

April 2001 to August 2008

Web Designer (Internet Administrator—Expert)

Web Communications, University of Missouri

- Designed and developed 35+ websites, including the University's official site (missouri.edu) and @Mizzou, MU's award-winning alumni e-newsletter
- Worked with campus clients to determine needs; conduct benchmarking, task analyses, user interviews; and then produced information architecture map, wireframes and coded sites
- Developed campus web policies and guidelines and championed the use of web standards to improve the quality and consistency of web resources on campus

November 1997 to April 2001

Information Specialist

Office of the Vice Provost for Minority Affairs & Faculty Development, University of Missouri

- Conceptualized and developed MU's first centralized academic job announcements website for schools, colleges and divisions
- Produced departmental websites, publications, PowerPoint presentations, resource manuals, promotional materials and academic hiring forms