Nico Diaz UI/UX Product Designer

NYC
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Experience (selected client list)

Discovery Channel
New York City - January-March 2016
Product & Branding Designer
• UI/Branding Design for Puppy Bowl, Zootopia, and The Secret Life of Pets.
• UI/UX App Design for Shark Week mobile app sponsored by Burger King
• Branding Design for Pet Nation Renovation (new TV show) - logo design and branding kit.

Reuters
New York City - September-December 2015
UI/UX Designer
• Reuters.com redesign (relaunch in April 2016)

Johannes Leonardo
New York City - June 2015
Branding Designer for Adidas: Retail and Social Media
• Branding guidelines for Adidas Superstar and Supershell Campaigns

Mibi
New York City - September 2014 - May 2015
Interactive UI/UX App Designer
• Lead designer for the upcoming Mibi social media native app
• My responsibilities included interactive designs, creating detailed specs, hi-res mock ups, brand guidelines, and user flows. I also oversaw junior designers to help implement the designs.

Discovery
New York City - June 2014 - August 2014
Interactive UI/UX Designer
• Toyota 4Runner: 'Grab Life by the Globe' Campaign
• My responsibilities included branding and designing the online interactive experience.

Priceline
New York City - June 2013 - June 2014

Interactive UI/UX Designer
• Redesign for Priceline's 'Hotels' product on priceline.com
• My responsibilities included wireframing, creating detailed specs for developers, designing hi-res mock ups, brand guidelines, and user flows.
A/B testing, extensive competitors research, and increasing the overall user experience and user interface design for the Priceline Hotels products.

Joule
New York City - November 2012 - June 2013
Interactive Mobile Art Director
• UI/UX for AT&T, American Idol, and Paramount Pictures.
• Art Direction, User Flows, and Wireframe design for AT&T American Idol contestant voting mobile/tablet sites.
• Mobile web for Paramount

Jack Morton
New York City - 2012 - 2013
Interactive Mobile Art Director
• UI/UX for Walmart iPad site. Introduce the new Walmart brand strategy - exclusively viewed by the top executives on an iPad.
• Art direction for Verizon's 'Rule the Air', campaign. Internal Microsite for the new brand positioning. Help the reps to embrace the new Verizon Wireless philosophy.

Lipman
New York City - 2011
Interactive Art Director
• UI design for Extell iPad app. The app is a control panel for the large showroom at the new skyscraper in midtown - One 57.
• Canyons brand strategy and animated Flash banners, website, and emails for the Utah ski resort.

Applications
Adobe Creative Suite
Sketch 3
Axure
Logic Pro X

Code

CSS/HTML
Basic knowledge of Javascript

Education

The School of the Art Institute of Chicago
BFA in Design/Fine Arts/Art & Technology