NICHOLAS BAEK

Creative UI/UX designer and problem solver

HELLO! I'AM A NYC-BASED DESIGNER, DELIVERING FOR LUXURY FASHION, LIFESTYLE, AND TECH BRANDS IN THE DIGITAL SPACE.

My expertise lies in developing e-commerce/marketing platforms for brands. and AI driven chatbot experiences. i have held responsibilities in creating for a multitude of client-based and pitch projects from concept to production, full site redesigns, as well as executing for a wide variety of creative needs including campaigns, social media, chatbot, web and mobile. I believes in incorporating compelling content with great design, easy user experience, and the best technology platforms to create the most engaging and rich brand experiences possible. I also have a strong understanding of various code languages allowing me to communicate with developers more efficiently while producing stunning visuals.

2023

FREELANCE DESIGN LEAD @PCG

- Lead the design team and directed the overall aesthetic and user experience for their PD Planner product.
- Directed the design and experience for their Playbook prodcut which was recently aquired and merged with their brand.
- Lead meetings as the lead designer to present concepts and usecases for the new product lineup.

2022

SENIOR INTERACTIVE DESIGNER @VERIZON

- Designed for Verizons Onebot initiative to create a more user centered chatbot experience through conversational and behavior designs.
- Increased user interaction by 35% with the new Onebot experience, brining in more payments and positive customer feedback.
- Lead design for the auto pay and future payment expereinces which allowed users to better set up their accounts for payment success.

2021

INTERACTIVE RETAIL DESIGNER @APPLE

- Redesigned the digital retail experience by enhancing user experience to help with conversion rates during launches.
- Optimized product landing pages for both website and application for to tell a compelling story for each product.
- Handled multiple tasks and requests to optimize new user experiences for various components of the website and app.

2020

INTERACTIVE DESIGNER @ACCENTURE

- Created conceptual and visual products for UI elements optimizing them for a more dynamic customer experience.
- Enhanced UI library with updated components for a more purpose-driven design system.
- Conceived Department of Education, web-based, advertisements to help promote high-level campaigns.

2019

SENIOR INTERACTIVE DESIGNER @MARRIOTT

- Optimized user experience for the bonvoy mobile application. Achieving improved retainment numbers.
- Integrated a mobile key to help enhance the customer mobile experience during visits.
- Initiated user flow experiences to help sprints during product planning workshops.

2018

INTERACTIVE DESIGNER @RHUDE

- Optimized user experience for retail website and conceptualized a newer enhanced visual language.
- Assisted with updates needed for new collection releases allowing customers to see the latest and greatest.
- Accomplished integrating AI to design by implementing it to the runway show streaming for a new customer experience.

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Education

George Washington University
-- Studied graphic design/ visual communication.

Prototyping tools

-- Webflow
-- Figma
-- Sketch
-- inVision
-- Adobe CC

Digital Branding

-- User Experience
-- User Interface
-- Conversation Design
-- Web Design
-- Mobile Design

Content Strategy

-- Content Strategy
-- Copywriting
-- Concepting
-- Branding
-- Layouts

Articles featureing work

https://www.nerdwallet.com/article/travel/new-app-marriott-bonvoy

https://onemileatatime.com/marriott-bonvoy-mobile-app/

https://www.apple.com/newsroom/2022/03/apple-announces-the-new-iphone-se-a-powerful-smartphone-in-an-iconic-design/

https://www.verizon.com/business/resources/articles/s/the-benefits-of-chatbots-for-improving-customer-experience/