

# Nicholas Schroeder

## Experience Designer

*HCD + UX + Strategy*

### Contact

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## PROFILE

I design meaningful and memorable experiences—on the web and on ground. I have 17 years of experience in visual design and ten years of full-stack web development. Previously I was the Digital Analyst and Experience Designer for the Employee Experience Team at General Motors. I'm dedicated to continually honing my craft and practice in design.

## EXPERIENCE

### Digital Analyst & Experience Designer, General Motors, Remote – *Nov 2022-Dec 2023*

In this remote position I collaborated cross-functionally with stakeholders and product owners across the globe to design and maintain great employee experiences. I performed research and design functions for website production and content updates. I also designed and generated reports for understanding attitudinal and behavioral data to inform solutions to employee needs on the company's intranet.

- Co-led a research project for envisioning new iterations to the employee experience of digital services; conducted interviews, analysis, and maintained a research database for parallel testing among employee segments.
- Produced behavioral reports of employee interactions on department and program websites.
- Processed requests for updates to content across 20+ websites.
- Led design and development for deployment of a biannual publication reaching 90% of US employees.
- Codeveloped and deployed translated pages for the internal website of Diversity, Equity & Inclusion.
- Contributed guides to the team's technical documentation.
- Developed a prototype for the Artificial Intelligence Center.
- Co-designed a new process for reporting on requests submitted, and generated monthly and quarterly operations reports.
- Advised on usability and accessibility; tested pages and schemas using WCAG 2.1 standards.

### Freelance Web Designer & Developer, Savannah, GA — *Jan 2013 – Nov 2022*

For a handful of brands across multiple industries, I performed a variety of design and development tasks. Among these tasks were: visual design of interfaces and components, implementation to the core platform, integrate with third-party APIs, and measurement for guiding future iterations. Projects were on an hourly and contract basis. I also executed design and development for marketing campaigns, from ad and landing page design to email campaigns. Common tasks I perform were:

- WordPress plugin and theme development
- Email marketing and measurement
- Managed Journey and Experience Maps, and Service Blueprints for UXR- and UXD-related tasks
- E-commerce management and SEO-related tasks
- Digital product design

**Digital Designer, Vaden Automotive Group, Savannah, GA — *May 2020 - Apr 2022***

I performed a variety of visual design and web analysis tasks for the dealership group. Through collaboration with internal departments and outside vendors, we helped the increase page views and organic traffic. For the group of nine dealerships, I performed a wide variety of visual design and analysis tasks for Variable and Fixed Operations:

- Performed visual design for print and digital outputs, for Tier 2 and Tier 3 marketing.
- Identified pain points and opportunities through web traffic and behavioral analyses.
- Monitored performance of third-party vendors for weekly and monthly reporting.
- Designed and maintained data dashboards in Google Data Studio and PowerBI.
- Designed, maintained, and facilitated update cycle for monthly go-to market presentations.
- Designed and developed marketing emails, measured their performance, and resolved issues with the CRM responsible for deployment.
- Mined and modeled customer data, from the CRM, for a variety of marketing tasks.
- Compiled scarcity reports and coupled data with regional search behaviors for identifying competitive models for market offers.
- Audited 11 websites, in-tandem with brand-specific compliance teams, to ensure all visual artifacts were compliant.
- Maintained Google Analytics filters and exclusions, and customized market segments.
- Performed enhancements to, and monitored results of, Google My Business listings.
- Designed and implemented landing pages for model launches and service campaigns.

**Outside Events Manager, Bath Fitter/O’Gorman Brothers, Inc., Savannah, GA — *Oct 2015 - Dec 2016***

I was responsible for increasing the exposure of the Bath Fitter brand and its market share by generating new leads for the branch. To ensure the branch met and exceeded its goals, I generated quality sales leads at malls, shows, and exhibits in a wide variety of venues. Among my responsibilities were:

- Generated quality leads during participation at venues.
- Participated in the development and updating of event plans and budgets
- Trained, supervised, and coached event staff according to guidelines and in compliance with Bath Fitter policies and procedures.
- Processed time records and commission records for payroll.
- Negotiated and obtained leases for Bath Fitter mall displays and storefronts.
- Developed new and innovative approaches to the business.

**Lead Developer, ReadyStrong (Intelligent Social Media, LLC), Louisville, KY — *Sept 2014 - Jan 2015***

Designed, developed, and deployed a hybrid social network for communities of emergency personnel and first responders. Based on WordPress core and BuddyPress ecosystem of plugins, I customized features and hooks to streamline communities’ needs. Led development lifecycle after deployment. Among my tasks and responsibilities were:

- Designed, developed, and maintained a plugin to support groups’ multimedia capabilities.
- Performed maintenance and security updates to the database and PHP.
- Migrated and modeled data for ingestion to communities’ plugin needs.
- Adhered to privacy and accessibility standards for the modern web.

**Graduate Assistant, Savannah College of Art and Design, Savannah, GA — *Mar 2012 - Nov 2013***

A work-study position in which I provided multimedia services for the Design Management Department. I captured, edited, and produced videos of guest lectures and thesis defenses for School of Design. Aided in facilitation for design of experience maps, customer journey maps, user personas, scenario planning, and design methodologies. Provided training for a proprietary social network analysis software.

**Development Assistant, Office of Strategy & Development, Savannah College of Art and Design, Savannah, GA — *July 2011 - May 2012***

As a work-study position I performed video production and content management for the Virtual Lecture Hall, SCAD's video suite showcasing guest lectures and presentations by world-renown art and design practitioners.

- Produced content for the Virtual Lecture Hall, a video suite for students and faculty.
- Coded and deployed pages for display of lectures.
- Experimented with a new video player and timeline linking for quick access to topics within a lecture.
- Transcribed lectures for the hearing-impaired.
- Wire-framed and conceptualized redesign of Virtual Lecture Hall.

**Webmaster, Toledo Ballet Association, Toledo, Ohio — *Mar 2010 - Sept 2011***

I managed all aspects of the front-end and backend of the websites for both the Toledo Ballet Company and Toledo Ballet School. Among my tasks and responsibilities were:

- Implemented the visual designs approved by the Board of Advisors.
- Managed content and maintained the company website.
- Implemented API integrations with ticketing and event services.
- Designed landing pages, early HTML email campaigns, and implemented new features for promoting the company and school.
- Prototyped the first versions of a WordPress-based website.

**Faculty Consultant & Design Assistant, Center for Teaching and Learning, Bowling Green State University, Bowling Green, Ohio — *Mar 2007 - Aug 2010***

Collaborated with faculty and staff on professional development in teaching excellence. I designed and taught popular workshops in video production, blogging and wiki frameworks, educational potential of Second Life, and PDF production for teaching and learning.

- Designed and facilitated workshops on software for teaching and research.
- Designed and produced content for the organization's website
- Designed their first eNewsletter and led transition efforts.
- Designed and wrote the consultant training manual.
- Designed landing pages, early HTML email campaigns, and implemented new features for promoting the company and school.
- Prototyped the first versions of a WordPress-based website.

## **EDUCATION**

**BS in Visual Communication Technology, 2010, Bowling Green State University, Bowling Green, Ohio**

A liberal arts degree program, wherein I learned how to be what IDEO's Tim Brown described as a "T-shaped

person." My foci were in Web Design & Development, Graphic Design, Video Production, Photography, Print Production, and Computer Science. I minored in Business Administration, with emphasis on organizational management. Acquired tacit skills for problem-solving in all visual media including computer science, graphic design, web design and development, print production, video production, and commercial photography.

**MFA in Design Management**, (unfinished) 2016, **Savannah College of Art and Design**, Savannah, GA  
Completed 95 of 100 credit hours towards MFA. Although just one course away from completion, I received in-depth training to enhance the relationship between design and business and instill design thinking at every level in an organization. At a deeper level, I learned a variety of strategies for increasing brand value through differentiation and fostering design culture. My focus was on visualizing argumentation in design teams as a component of design planning.