

# Nicholas Schroeder

## Experience Designer | Operations Manager

*HCD | UX | Multimedia | Technology | Strategy*

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## PROFILE

Experience Designer and Operations Manager, currently seeking a career transition to new industries where my multidisciplinary project management and cross-functional collaboration experience, together with my design, multimedia and technical computing knowledge, can help organizations sustainably serve people.

## EXPERIENCE

### Independent Contractor, F3EA, Remote – Oct 2024-Feb 2025

For this elite training company I executed service design and digital design tasks on their company intranet. Tasks related to the Microsoft ecosystem of products and training staff.

### Volunteer UX Designer & Researcher, Habits for a Better World, Remote – June 2024-present

Along with 300 other volunteer UX Researchers, Designers, and Analysts, we “use UXR for good” to meet people where they are on humanity’s most pressing issues: Economic Security, Sustainability of Generative AI, Human Health, Animal Suffering, Human Suffering, and Climate Change. My team and I (7B) focus on Human Health and the Food Ecosystem. Our current aims are to produce documentary-style film content to catalyze large-scale behavioral change.

- Aided research sampling through designing a feedback flow diagram to illustrate the complex system surrounding food.
- Conducted surveys and interviews to discover attitudes comprising barriers to food and human health.

### 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.

- Maintained NPS of 90+ for more than 30 intranet websites.
- Led a global research project for envisioning new iterations to the employee experience of digital services.
- Designed behavioral reports that resulted in reduced bounce rates and increased employee engagement.
- Processed requests for updates to content across 20+ websites.
- Led design and development for deployment of a biannual publication read by 90% of US employees.
- Contributed interactive guides to the team’s technical documentation.
- Coached junior team members on responsive design techniques in CSS and HTML.
- Developed a prototype repository for the Artificial Intelligence Center.
- Co-designed a new process for operations reporting, reducing time to resolution and deployments.
- Advised on usability and accessibility; tested pages and schemas using WCAG 2.1 (AA), IAAP 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. Among the highlights from serving organizations:

- Over 2 million website visits across six local restaurants for Ele and the Chef from 2013-2018.
- Helped SuperFlex Fitness increase sales through discoverability and designing for athletes; Golf Digest Editor's Choice awards 2016-2022.
- Empowered women entrepreneurs with design of the BeetTan website and an Online Certification system.
- Increased bookings 70% and product sales for Dr. Dale Henry, a southern humorist speaker and author.
- Saved the GolInnovate! website from being undiscoverable during the retirement of Flash Player.

### **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:

- Increased Organic Traffic by ~25%, translating to over 1 million visits during a year.
- Executed visual design for print and digital outputs, for Tier 2 and Tier 3 marketing.
- Increased email click-through rates across all dealerships by an average of 20%; open rates by ~30%.
- Monitored performance of third-party vendors for weekly and monthly reporting.
- Designed and maintained data dashboards in Google Data Studio and Power BI.
- Designed, maintained, and facilitated update cycle for monthly go-to market presentations.
- Mined and modeled customer data from multiple sources, ensuring targeted email and ad campaigns reached the right people.
- Compiled scarcity reports with regional search behaviors to identify competitive models for market offers.
- Audited 11 websites, in-tandem with OEM-specific compliance teams, to reach 100% compliance.
- Performed enhancements to, and monitored results of, Google My Business listings.

### **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, breaking previous records at tradeshow.
- 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.
- 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.

**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 practitioners.

- Produced content for the Virtual Lecture Hall, a video suite for students and faculty.
- Coded and deployed pages for display of lectures.
- Transcribed lectures for the hearing-impaired.
- Wireframed 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 marketing campaigns.
- 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 professional development in teaching excellence.
- Designed and produced content for the organization's website.
- Designed their first eNewsletter and led transition efforts.
- Designed and wrote the consultant training manual.

## CERTIFICATIONS

### **Design for the 21<sup>st</sup> Century with Don Norman**, Interaction Design Foundation, *Top 10% Distinction*

A course on how to use human- and humanity-centered design insights and processes to solve complex global problems. Earned April, 2024.

### **UX Management: Strategy and Tactics**, Interaction Design Foundation, *Top 10% Distinction*

In-depth course on how to create and execute a user experience strategy that ensures all UX work across an organization is aligned with business values. Earned April, 2024.

### **Journey Mapping**, Interaction Design Foundation, *Top 10% Distinction*

Detailed course on how create and use the three most common types of journey maps, their processes, and how to run journey mapping workshops in diverse teams. Earned July, 2024.

### **The Complete Prompt Engineering for AI Bootcamp**, Udemy

A bootcamp with hands-on experiments for DALL-E, Midjourney, Github Copilot, ChatGPT, GPT-4, and Stable Diffusion. Advanced tooling (Langchain) for AI engineering was also used for projects. Earned February, 2024.

### **Design Thinking, Social Innovation, and Complex Systems**, LinkedIn Learning

A great course operationalizing John Rawl's principles of greatest equal liberty, difference, and equal opportunity. A focus on how designers have a unique opportunity to contribute to social innovation and improve human interactions. Earned March, 2023.

### **Trauma-Informed Design**, LinkedIn Learning

A course on how to infuse trauma-informed language and aesthetics to research, collaboration, and design artifacts. Earned September 2024.

### **Assertive Communication Skills Masterclass**, Udemy

A course dedicated to honing communication techniques for leaders and managers in setting boundaries and exercising authenticity through body language and verbal queues. Earned February 2024.

### **Art of Negotiation Masterclass with Chris Voss**, MasterClass

Taught by former FBI Negotiator, Chris Voss, this course imparted knowledge for administering tactical empathy in life and organizational contexts. Earned December 2021.

### **Fast Track to Accessibility for Web Developers, Part 1: Core Techniques**, Deque University

A course dedicated to mastering accessibility standards (WCAG 2.2, IAAP) and techniques for modern web and mobile applications. Earned August, 2024.

### **Fast Track to Accessibility for Web Developers, Part 2: Advanced Techniques**, Deque University

A course dedicated to mastering accessibility standards (WCAG 2.2, IAAP) and techniques for modern web and mobile applications. Earned September, 2024.

### **Accessible and Inclusive Design Patterns**, Interaction Design Foundation.

A masterclass exhibiting tools and techniques for designing with accessibility and inclusivity.

### **How to Design With And For Artificial Intelligence**, Interaction Design Foundation.

A masterclass on how to adapt alongside proliferation of Artificial Intelligence.

## 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 emergent design planning.