

Having been a designer for over 20 years has allowed me to solve numerous problems for a wide range of clients; I strive every day to use that experience to make smart user and design choices.

My ideal work relationships foster collaboration and innovation. A place where I can solve problems for both the business and end-user, while enjoying professional growth, learning from every solution found, and celebrating earned victories.

### **CSG | Greenwood Village, CO 80111 (Remote)**

February 2022–Present | *Senior UX Designer*

Working alongside international, cross-country, and worldwide product, architect, and engineering teams to help deliver industry-leading SaaS products centered around journey management.

My team and I were specifically responsible for defining the visual languages of various product lines used to produce user-friendly interfaces. Our design work was also applied to brand and workflow artifacts, as we solved numerous user challenges and build new product lines to capitalize on the market opportunities those solutions could provide.

### **Dominion Enterprises, Dominion Dealer Services | Norfolk, VA 23510 (Remote)**

October 2017–February 2022 | *Senior Interaction Designer*

In this role, I support multiple product lines. Working with product owners and developments teams. I am responsible for iterative design, validation, and UX improvement based on findings. My responsibility is to continuously innovate a line of automotive dealership SaaS products by creating assets for trade-show, print, web, and email initiatives.

Key achievements include overseeing a rebrand and UI realignment. Establishing a new design language, and brand guidelines for various development, product, marketing, and sales departments. I designed and delivered a suite of sales-based marketing materials for multiple business groups to support sales and brand positioning goals. I also helped define and improve process requirements between multi-disciplinary teams. Helping drive results in increased productivity, collaboration, and efficiency for all team members.

### **Atlantic Bay Mortgage Group | Virginia Beach, VA 23452**

July 2016–May 2017 | *UX Architect*

Working alongside the web management team, I was responsible for the overall user experience and user interface on all web products. I ensured the completion and conversion of both user and business-based goals while adhering to brand positioning. This work ranged from potential mortgage borrower lead generation to increasing the recruitment numbers of new mortgage bankers.

Key achievements include launching a brand refresh encompassing both digital and print marketing collateral across multiple platforms and companies. I lead the mapping out of process pain points for users applying for mortgage loans and simplified a daunting application process with a guided UI wizard experience. I helped lead stakeholder research and develop business goals for new digital initiatives and documented requirements for design and development needs.

## **Dominion Enterprises, Homes.com | Norfolk, VA 23510**

September 2011–July 2016 | *Creative Director*

Overseeing a team of UI designers in multiple office locations, my team and I guided the brand and user experience over various media types and screen sizes. Balancing business and user goals to create a profitable (for our customers) and an engaging (for our users) home search experience. This was achieved with ongoing testing and iterative design and development of our real estate search process over our numerous websites and mobile apps.

Achievements include reducing bounce rates and increasing lead conversions as our traffic grew by millions per month over a few years. Through testing and adjusting the UI throughout our search process. Creating brand loyalty and repeat users with continuous mobile app improvements and promotion techniques. I oversaw a complete redesign of RE/MAX's online and mobile presence. Creating a responsive website and corresponding apps brought an over 50% increase in page view to their agent profiles and a 300% increase in their lead generation. Both were key business goals.

## **Launch Interactive | Virginia Beach, VA 23451**

April 2007–September 2011 | *Senior Graphic Designer/Developer*

While wearing the hats of both a designer and developer I was responsible for creating online brand experiences from conception to deployment. Handling all aspects of the design process under tight deadlines. At the same time, I managed various maintenance issues for a myriad of existing clients by, but not limited to, updating content, improving code-bases, creating blogs, developing e-newsletters, and managing email marketing campaigns.

Key achievements include learning CMS systems such as Drupal and Magento on the fly. While still meeting client and deadline expectations. I won both Bronze Adrian and Silver Addy awards for my design work, as well as earning back repeat client business based upon past success, and happiness working with our team.

## **Dominion Enterprises, Dominion Advertising Media | Norfolk, VA 23510**

January 2006–April 2007 | *Web Graphic Design Manager*

Managing a team of UI designers and flash developers for several different business groups under the Dominion umbrella, we worked with numerous product teams and stakeholders. Bringing new business initiatives and product innovation to market.

Key achievements include helping to develop a new business model, catering to rental property groups, as a one-stop solution for website, and tenant management. This required brand definition, a design language, and functionality rules. I also designed Spanish-based options for our online presence, as well as redesigned the UI for several business groups we supported.

## **Trader Publishing Co. and Trader Electronic Media | Virginia Beach, VA 23452**

May 2002–January 2006 | *Production Manager, Web Graphic Designer*

Over a few years, I went from a classified employment publication production designer to the production manager in the national headquarters office overseeing the delivery and execution of nationally run employment campaigns.

## **B.F.A. Communication Design 2001**

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