Nicole Firth
UI/ UX Designer

Georgia, Tbilisi based UI/UX Designer

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I use crypto, believe in it and have experience building multiple crypto-based decentralised products on the blockchain.

- Passion for clear communication.
- Empathetic.

Experience

Humm Hive - Lead UI designer
(Employee) 2 years: May 2020 - May 2022.

Within a medium-sized team, concept creation direction, visual mockups, wire-framing, Lottie animation creation, personalised logotypes were performed. Accelerated design feedback to team by integrating clear communicative layouts were successfully executed.

Spearheaded communication with UX director + product manager and developers to successfully complete the design briefs.

Gild Lab - Lead UI/UX designer
(Contractor) 2+ years: Feb 2020 - Current.

Working within a small team, a decentralised, programmic, semi-fungible token system app. was succesfully created. This app was built on the blockchain as the main project for Gild Lab + multiple other crypto, blockchain decentralised projects have been designed.

Lead concept exploration of multiple projects within the company, digital strategy; wire-framing, organising content & advocating goals of different user needs of the digital products.

Skills

Experience in management working with developers, setting up tickets in Github, working in Agile environments and writing briefs that explain how designs work for devs.

Design
Creative management ● Wireframing Animation ● Fine art ● UX Research Brand psychology ● App design ● Website design ● Prototyping ● Digital asset creation -SVGs, NFTs, Lottie files.

Software
Adobe CC + Affinity Creative Suite Figma ● Github ● After Effects Photoshop ● Blockchain protocools Crypto wallets ● Procreate.

Education/ Background
Animation, Film, Health Science + Graphic Design.

Personal Interests
◈ Crypto 🛕 Meditation 👪 Gardening 🎮 Gaming