



# NICKI HAYLON

web designer/developer

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## about:

I am a web designer and developer with a passion for helping people and companies create and maintain mission-focused brands.

## work experience:

### Smart Destinations, Inc. Aug. 2015 - present

Front-End Web Developer

- Work with marketing, operations, and backend team to maintain and add to company's e-commerce website, including HTML5, CSS, Javascript, and Velocity templating
- Design new products and pages for company's responsive site

### Nicki Haylon Creative Dec. 2014 - present

Freelance web designer/developer

- Offer services ranging from web design and development to brand creation
- Work with a number of startup companies and established businesses on hourly and/or contract work

### Libboo, Inc. Aug. 2012 - Jan. 2015

Creative Director (formerly Minister of Creative Content)

- Responsible for ensuring that products, outgoing marketing and communications efforts, and content produced by the Libboo brand were consistent with and maintained the brand's standards of quality
- Created and maintained product vision, and worked with the team to implement product strategy
- Led the production of creative content such as marketing collateral, advertisements, user interface and user experience design, and front-end development
- Oversaw the curation of all content, such as books, that become a part of or were promoted by Libboo's products

### Startup Institute Sept. 2014 - Oct. 2014

RampUp Program Instructor

- Taught a weekly class on web design to 10 beginner students
- Covered topics such as HTML, CSS, web design best practices, Git, and more

### Mount Hope Magazine Sept. 2011 - May 2012

Managing Editor

- Designed, edited, and produced a magazine that included works from professional writers and artists
- Managed a staff of eight editors

## education:

### Startup Institute Boston Summer 2012

Marketing Track

Gained hands on experience in the Boston startup ecosystem through an intensive, 8-week program that provides entrepreneurial-minded individuals with the skills needed to work in startup companies.

### Roger Williams Univeristy 2008 - 2012

BFA, Creative Writing + Graphic Design

#### Honors and Distinctions

- Graduated magna cum laude
- RWU Award for Excellence in Leadership, 2012
- Award for Excellence in Literary Publishing, 2012
- Dean's List, 8 semesters

#### Extracurriculars

- President, Theta Phi Alpha
- President, Values of Sisterhood Community Service Club
- Writing Tutor
- Intern, The Marble Collection Magazine

## skills:

### Design/Development:

- HTML
- CSS (Sass)
- Javascript (jQuery)
- PHP
- Laravel framework
- Responsive design
- Twitter Bootstrap
- Flexbox Grid
- Velocity templating
- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- inVision
- Balsamiq

### Web:

- Litmus
- Mailchimp
- Mandrill
- Google Analytics
- HelpScout
- Zopim
- Bronto
- UserTesting.com
- BrowserStack
- UsabilityHub