

# NAKITA CHANTHAVONG

## UX DESIGNER

### Design Projects

#### UX Researcher (Contractor) | Gladeo April 2022

Led user research on employer product to support internal career development through courses via a desktop website design. Developed surveys, scheduled interviews, and synthesized research with teammates on affinity maps and persona development

#### UX/UI Designer | Walter's Clothing January 2022

Redesigned the desktop website to gain ecommerce traffic while focusing on community engagement. Created sitemap based on user journey map and competitive analysis to support the information architecture of the website. Assembled wireframes and prototypes to present effective filters and craft an intuitive checkout process.

#### UX Designer (Contractor) | Nike, INC. November 2016

Designed a new mobile application for retail district managers to gain more transparent reporting data while visiting retail stores. Conducted research through user interviews and usability testing with 15+ district managers to gain insights on needs of mobile application and reporting. Hand off information to Nike Tech Team for development.

### Work Experience

#### Founder/Lead Designer | Kita + Velvet January 2020 - Present

Organize customer-centric meetings in order to create mock-ups and renderings for events based on client's vision while meeting business requirements. Accomplished over 5 events independently while managing various vendors simultaneously.

#### Talent Attraction Coach | Nike, INC. October 2017 - January 2020

Interface with store leaders to determine hiring needs and educate on new recruitment technology. Conducted research and usability testing in a pilot interview process focused on retail candidates. Presented recruiting concepts to 65+ stakeholders and designed inclusive networking events which increased applications by 24%.

#### Senior Administrative Assistant | Nike, INC. December 2014 - October 2017

Created and delivered innovative presentations for nationwide meetings. Managed 25+ store managers and 3 district managers in daily retail operations. Coordinated new store openings, remodels, and pop-up shops with over 250 guests.

📍 Atlanta, GA  
🖱️ [www.nakita.design](http://www.nakita.design)  
✉️ [nakita0915@gmail.com](mailto:nakita0915@gmail.com)  
☎️ 770.309.8404  
in [www.linkedin.com/in/nakitaatl](http://www.linkedin.com/in/nakitaatl)

### Education

**Valdosta State University**  
**May 2022**  
B.S. Organizational Leadership

**General Assembly**  
**April 2022**  
UX Design Immersive Certification

### Skills

Basic HTML, CSS and Javascript  
Prototyping  
Wireframing  
User Flows  
Usability Testing  
Branding  
Fluent in Laotian  
Presentation Delivery  
Budget Development  
Proposal Development  
Coaching and Facilitating

### Tools

Figma  
Sketch  
InVision  
Adobe Creative Suite  
Axure  
Zeplin  
Storyboard  
Google Analytics  
Jira