nicole stanton

CREATIVE LEADERSHIP | UX DESIGN DIRECTION

PROFESSIONAL HISTORY

Uplevel - UX Design / Director
2019 - current

As one of the first start-ups out of the Madrona Ventures incubator, Uplevel is using data to improve the world of engineering. As a creative Swiss army knife, I directed design with both marketing and product to lead a cohesive experience between teams. Within Product UX, my team worked heavily with product engineering to build out our product through feature road map collaboration, user testing, wireframing, product branding, and production in an agile environment. Research included becoming Scrum Master certified.

Rational Interaction - Associate Creative Director
2017

Rational is a small agency trying to break out of its production house roots and make waves in the digital ad scene. As an ACD I managed a team of designers and writers on projects for Seattle heavy hitters Microsoft and Amazon. My team closely collaborated on pitches, video concepts, and information design.

POSSIBLE Seattle - Sr. Art Director
2013 - 2017

POSSIBLE, before becoming Wunderman Thompson, was a small agency rocking the advertising world. My projects ranged from digital advertising and website design to creative direction for campaign photography, social media, and content production. Big client name drops include Coke, IHG, Microsoft Devices, with award-winning work for Minecraft and Skype.

Big Fish Games - Sr. Designer
2013

I worked with a team of strategists, UXers, and designers that straddled multiple internal groups to aid in branding, website design, content strategy, and advertising. I lead a small team in a redesign of the Big Fish Games website and eCommerce platform.

RoundGlass - Lead Design / Art Director
2017 - 2019

With the main campus in India, RoundGlass is looking to revolutionize wellbeing worldwide. I lead creative on a small team that evaluated and translated what that meant for the United States. Projects included awareness and conversational tools dealing with death, reframing education and cultural biases between men and women, and connecting wellbeing movers and shakers to make things happen on a global scale.

Cornish College of the Arts - Adjunct Faculty
2017

Taught social creative design within campaign marketing to Design Students at Cornish. Students learned brainstorming exercises, channeling user behaviors in design, presentation skills, and how to get creative in the confines of social media.

Wetpaint - Sr. Designer
2010 - 2011

Wetpaint Entertainment was a television & gossip digital publication. My work included product design, branding, and UX design specific to media publications.

Catch & Release Design LLC - Freelance
2011 - 2019

For C&R, I work with clients on brand development, UX/IA, and visual design for websites, mobile apps, advertising campaigns, and print.

Microsoft - UX
2010

It was 2010. Zune was still a thing and Windows phone was going to be big. I developed architecture diagrams, application flows, and wire-frames in my role as UX design for Zune and Windows phone.

Design Commission
2006 - 2010

DC specialized in websites, branding, applications, and interactive experiences. My role included visual design and IA/UX experiences as well as curating, marketing, and producing exhibitions in their art gallery.

EDUCATION

Cornish College of the Arts, Seattle WA | BFA in Graphic Design, 2007

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