

# ERICK NOLASCO



## PRODUCT & UX/UI DESIGNER

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Product and UX/UI designer with 15+ years of experience, from entertainment and financial services to crypto and travel startups. My graphic design background gives me a strong eye for how things look and how they feel to use, and I pair that with the research and structure good UX needs. I also build. With AI in my workflow I can take a project from a Figma file to a deployed site on my own.

## EXPERIENCE

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### Freelance UX/UI Designer, Independent

2023 – Present

- Design and build marketing sites and product interfaces for clients across crypto and web3, e-commerce, and travel.
- Selected work: Kakeru Finance (DeFi web app and landing page), The Wakilisha Collection (luxury e-commerce), The Fashionable Frequent Flyers (travel blog and shop).
- Take projects end to end, from research and UX through visual design and front-end build.

### Senior UX Designer, Computershare

2018 – 2023

- Lead designer on employee stock-plan mobile apps for Amazon and Walmart, shipped on iOS and Android with 80K+ downloads.
- Designed internal financial-services applications, from user flows through UI.

### UX/UI Designer, CBS Local

2015 – 2017

- Designed local websites and mobile experiences for the entertainment network.

### UI & Graphic Designer, ParksByNature Network

2010 – 2015

- First UX/UI role, at a New York startup building iOS apps for the US state parks and wildlife areas.
- Produced product UI alongside sales and marketing design.

## SKILLS

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User research · Information architecture · Wireframing · Interaction design · Prototyping · Visual & UI design · Design systems · Usability testing · Accessibility (WCAG) · Figma · Webflow / WordPress · HTML / CSS · AI-assisted design & build

## EDUCATION

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### Bachelor of Fine Arts (BFA)

2003 – 2007

William Paterson University of New Jersey