

# Nicholas Valese

linkedin.com/in/nicholasvalse  
nick@anseoproject.com  
nv-d.com  
757.553.0907

## OBJECTIVE

To constantly be challenged creatively and have the opportunity to continue to learn and develop my skills as a problem solver. As well as have the ability to apply my experience and craft to the benefit of product and process improvement.

## EDUCATION

### B.F.A. Communication Design 2001

Kutztown University of Pennsylvania, Kutztown, PA 19530

### Atlantic Bay Mortgage Group | Virginia Beach, VA 23452

July 2016–Present | *UX Architect*

Working with the web management team I am responsible for the overall user experience, and user interface on all web products. Ensuring the completion and conversion of both user and business based goals with adhering to brand positioning. This encompasses lead generation from potential mortgage borrowers as an example of a user goal, or an increase on recruitment for new mortgage bankers as an example of a business goal.

Key Achievements include launching a brand refresh encompassing digital, and print marketing collateral and updated brand-marks across multiple platforms and companies. Mapping out process pain-points for users applying for mortgage loans and how to simplify a daunting application process with a guided UI wizard experience. Helping lead stakeholder research and develop business goals for new digital initiatives and documenting requirements for design and development needs.

### Dominion Enterprises, Homes.com | Norfolk, VA 2510

September 2011–July 2016 | *Creative Director*

Overseeing a team of UI designers in multiple office locations, we guide the brand and user experience over various media types and screen sizes. Balancing business and user goals in an effort to create a profitable (for our customers) and an engaging (for our users) home search experience. This is achieved with ongoing testing and iterative design and development of our real estate search process over our numerous websites and mobile apps.

Key achievements include reducing bounce rates and increasing lead conversions as our traffic has grown by millions per month over the course of a few years through testing and adjusting the UI throughout our search process. Creating brand loyalty and repeat users with continuous mobile app improvements and promotion techniques. Passing along the benefits we learned through testing and tracking to our numerous enterprise clients like RE/MAX for whom I oversaw a complete redesign of their online and mobile presence with a responsive website and corresponding apps which upon launch brought an over 50% increase in page view to their agent profiles, and a 300% increase for their lead generation, both key business goals.

### Launch Interactive | Virginia Beach, VA 23451

April 2007–September 2011 | *Senior Graphic Designer/Developer*

While wearing the hats of both a design and developer I was responsible for creating online brand experiences from conception to deployment, handling all aspects of the process under tight deadlines. At the same time I handled various maintenance issues for a myriad of existing clients by, but not limited to, updating content, improving code bases, creating blogs, developing e-newsletters and email marketing campaigns.

## EXPERIENCE

## EXPERIENCE

Key achievements include learning CMS systems such as Drupal and Magento as I developed within said systems, while meeting client and deadline expectations. Winning some Bronze Adrian and Silver Addy awards for design work, as well as earning back repeat client business based upon past success and happiness working with the team that I was a member of.

### **Dominion Enterprises, Dominion Advertising Media | Norfolk, VA 2510**

January 2006–April 2007 | *Web Graphic Design Manager*

Managing a team of UI designers and flash developers for a number of different business groups under the Dominion umbrella, we worked with a number of product teams and stakeholders to bring new business initiatives and product innovation to market.

Key achievements include helping to develop a new business model, by way of brand and business rules and functions to cater to rental property groups as a one stop solution for website and tenant management. Designing Spanish based options for our online presence, as well as redesigning the UI for a number of a business groups we supported.

### **Trader Publishing Co. and Trader Electronic Media | Virginia Beach, VA 23452**

May 2002–January 2006 | *Production Manager, Web Graphic Designer*

Over the course of a few years I went from starting at a classified employment publication as a production designer then the production manager in the national headquarters office overseeing the delivery and execution of many nationally run employment campaigns. In less than a year I transitioned to in-house designer for all nationally run online campaigns for the .com side of the business. Once again in short order I moved up to being a UI designer for the parent company at large where I worked with almost every online presence and venture within Trader's online portfolio.

### **Freelance**

1999–Present

Over the years I have covered the spectrum of both clientèle and design mediums. With work ranging from veterinary dentistry brochures and title company lead captures, to custom race-cars and local musician websites. See <http://anseoproject.com/nv-d/clients.html> for full client list.