



# NICK FITCHPATRICK

UX/UI DESIGNER & DEVELOPER



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 **Location**  
Ocala, Florida

## INTRODUCTION

For the past decade, I have built user-centered websites. Most recently I helped build and maintain 6 multi-million dollar websites for an automotive eCommerce company based in Florida.

In 2020, I helped launch a new creative marketing agency, Searchalytics. Currently I am serving as the Director of Web Development, leading our team of developers. Over the past 4 years, I have had the privilege of helping grow our small startup into an award winning agency - partnering with over 100 local and national clients along the way.

I'm passionate about building websites that support a company's mission and provide their users with the best possible experience.

## CURRENT POSITION

### Searchalytics Creative Marketing

Director of Web Development

December 2022 - Current

Leading design and development teams to complete website mockups and builds. Managing hosting services for clients.

### Web Designer & Client Relationship Manager

January 2020 - November 2022

As the sole designer for a new startup, I was responsible for all aspects of web design projects. This included:

- Client meeting and onboarding
- Interpreting client needs and working with marketing/seo teams to create a site structure that meet those needs.
- Designed high fidelity mockups for clients
- Met with clients to discuss site designs and revisions
- Completed site builds and launches
- Hosting services setup and management

## SKILLS

### Design Tools

Adobe XD, Adobe Photoshop, Adobe Illustrator  
LocalWP, Visual Studio Code

### Platforms and Languages

WordPress, Magento, BigCommerce, and Shopify.  
Basic HTML/CSS knowledge

### Interpersonal Skills

Communication, listening, project planning and organization (having contributed to company wide project management system implementation in my current and previous roles)

### Languages

English

# WORK HISTORY

NICK FITCHPATRICK

## EXPERIENCE

### RealTruck, a Truck Hero company

#### UX/UI Designer

May 2017 - December 2019

- Translate concepts into wireframes, user stories, and mockups that are optimized for a wide range of devices and interfaces.
- Make strategic design and user-experience decisions related to core, and new, functions and features.
- Take a user-centered design approach and rapidly create designs.
- Collaborate with other team members and project stakeholders.

#### Image Team Manager

October 2015 - May 2017

Responsible for leading product image teams that create product galleries across multiple company websites. Develop style guides and standard operating procedures for employee workflow.

#### Web Team

March 2014-October 2015

Responsible for creating/coding webpages and designing front-end content & graphics for company websites. Experience with Magento, AspDotNetStorefront, Network Solutions, and Wordpress Platforms.

### Accelerate Design

#### Business Owner

September 2013 - December 2016

Graphic and Web Design company servicing the Central Florida area.

### Maranatha Church

#### Creative Director

July 2012-September 2013

Consulted with ministry leaders/staff at all campuses to produce print and digital materials.

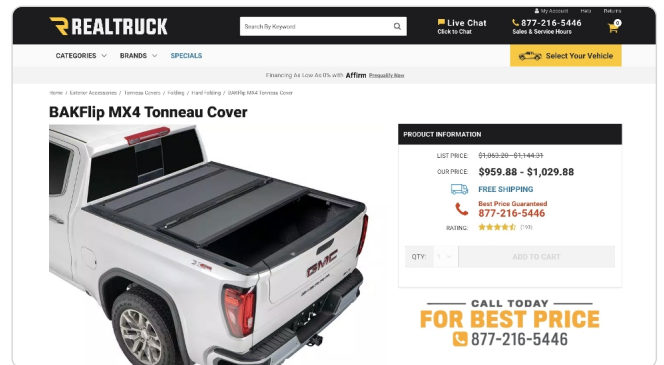
# RECENT PROJECTS

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## AUTOMOTIVE ECOMMERCE UX/UI

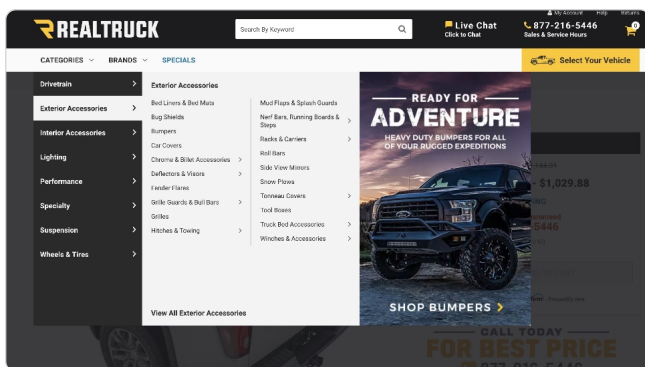
My most extensive UX/UI projects were completed during my time at RealTruck.com. As expected in the eCommerce industry, website design and functionality changes over time. While the website does not currently reflect my work 100%, I am proud to have established a design system for RealTruck.com that is still serving their users today.

*Images used on this page are original files from the RealTruck website re-platform and redesign project.*



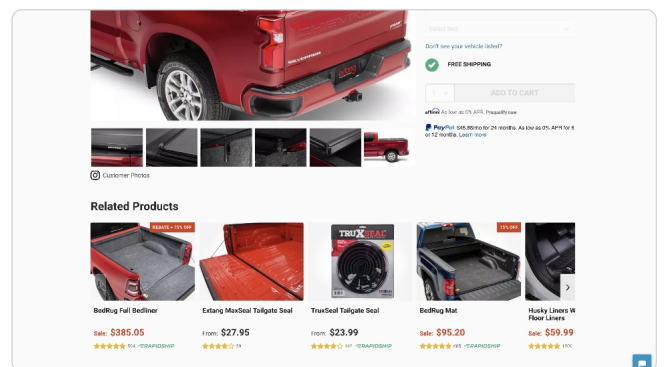
### RealTruck.com Product Page Design

Role: UX/UI Design | Created high fidelity, interactive mockups for product page design and functionality (price, rating, vehicle fitment info, and clear call to actions).



### RealTruck.com Header Design

Role: UX/UI Design | Created an original header design that displayed product categories and provided an easy way for users to navigate the site, contact support, and access order information. These same concepts introduced here have become widely used in the automotive industry.



### RealTruck.com Related Products Display

Role: UX/UI Design | Created a display that gave shoppers related products in the same price range as the product being viewed. Resulting in the average order total increasing.

# RECENT PROJECTS

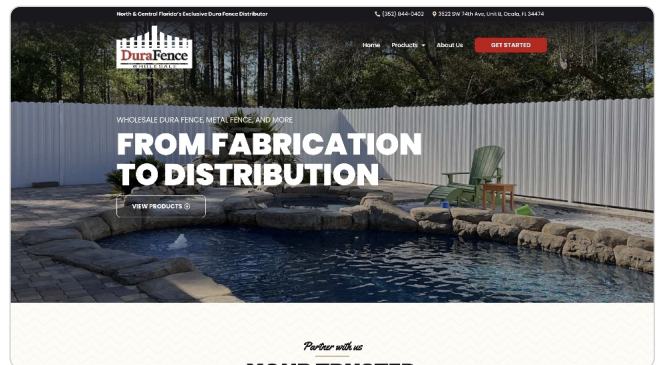
NICK FITCHPATRICK

## LOCAL BUSINESS UX/UI



Maven Photo + Film | [MavenPhotoAndFilm.com](http://MavenPhotoAndFilm.com)

Role: Director | Gave project vision and oversaw entire website build from mockups to site launch.



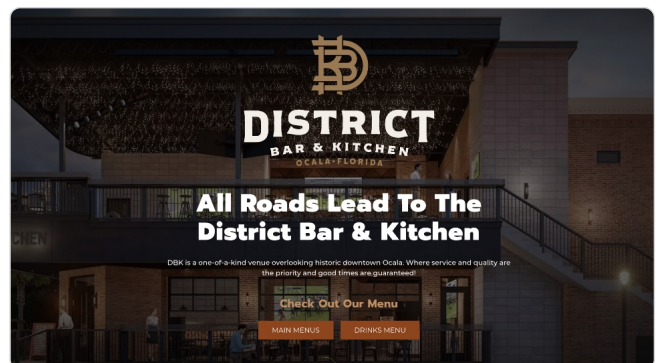
Durafence Wholesale | [DuraFenceWholesale.com](http://DuraFenceWholesale.com)

Role: Design and Development | Created mockups for client and completed website build.



Old Florida Lodge | [OldFloridaLodge.com](http://OldFloridaLodge.com)

Role: Design and Development | Worked with client to design and build a website to display their services, pricing, and provide a way for customers to get in touch.



District Bar and Kitchen | [DistrictBK.com](http://DistrictBK.com)

Role: Design Collaboration and Development | Worked with design teams to help set the project requirements and goals. Completed website build.