

NICK FITCHPATRICK

UX/UI DESIGNER & DEVELOPER



Phone

(352) 857-3203



Email

nfitchpatrick@gmail.com



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 a remote development team completing website builds, setting up team workflows, project roadmaps, and final QA on all development projects. Also responsible for managing hosting services for our Wordpress clients.

Web Designer & Client Relationship Manager

January 2020 - November 2022

As the sole designer for a new startup, my role spanned the entire web design process. This included:

- Client meeting and onboarding
- Interpreted 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 L Catterton portfolio 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.

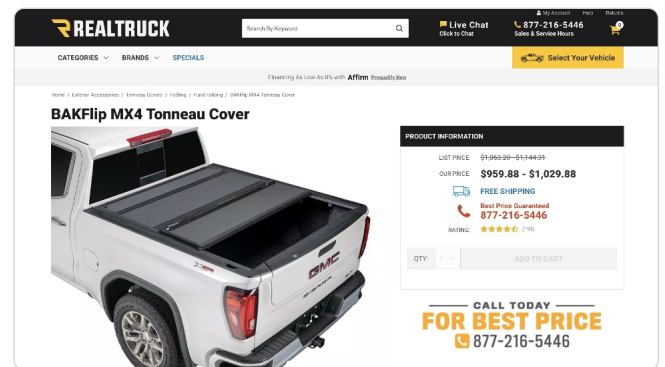
RECENT PROJECTS

NICK FITCHPATRICK

AUTOMOTIVE ECOMMERCE UX/UI

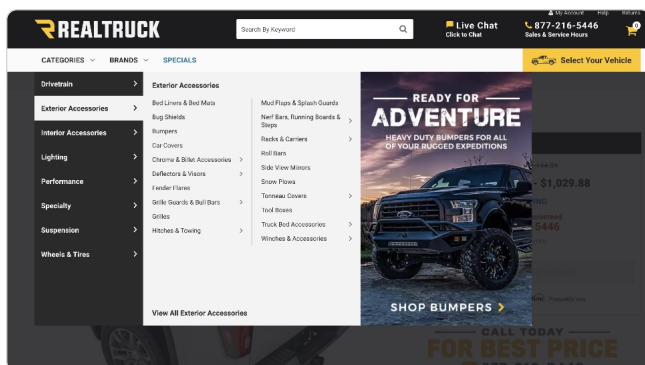
My most extensive UX/UI projects were completed during my time at RealTruck.com. As expected in the eCommerce industry, website design and functionality changes over time. While the website does not currently reflect my work 100%, I am proud to have established a design system for RealTruck.com that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

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



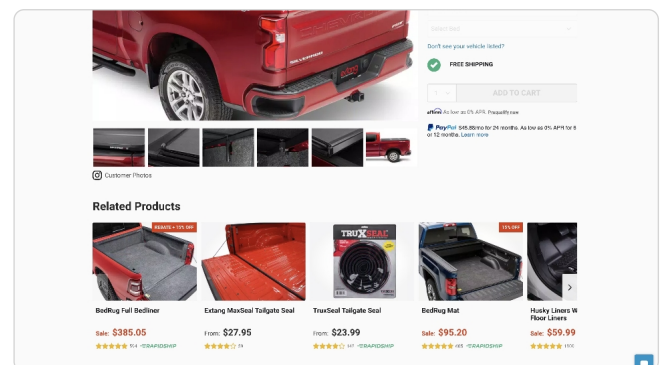
RealTruck.com Product Page Design

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

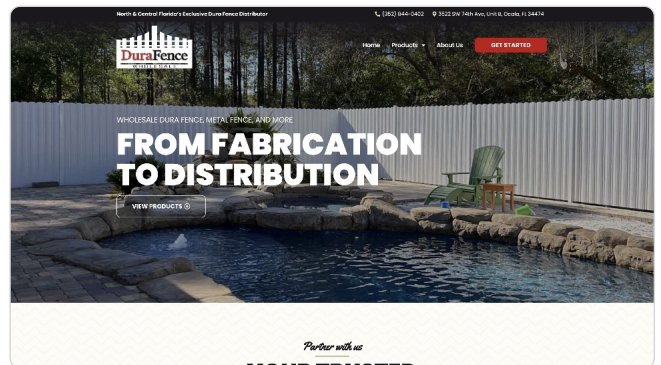
NICK FITCHPATRICK

LOCAL BUSINESS UX/UI



Maven Photo + Film | MavenPhotoAndFilm.com

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



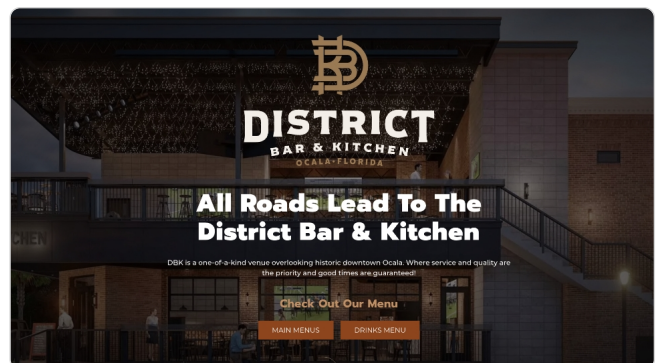
Durafence Wholesale | DuraFenceWholesale.com

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



Old Florida Lodge | 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

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