

Nicholas Fitchpatrick

Introduction & Current Position



INTRODUCTION

With experience spanning all facets of the web design, development, and launch processes, I am passionate about building websites that supports business goals and provides users with the best possible experience!

I have 10+ years of experience in UX/UI design, having spent the majority of that time designing and iterating for numerous high-performing eCommerce websites, collectively generating over \$200MM per year in revenue. Currently, I am serving as Director of User Experience at TJM Promos, where I work closely with company leadership and marketing teams to design, build, and optimize the TJM family of websites.

CURRENT POSITION

TJM Promos, Inc.

Director of User Experience

June 2024 - Current

Focused on translating company goals into user experiences that work for both the business and its users.

Oversee design and development projects from discovery and planning through execution and launch, including the management of external vendors and contracted development teams.

Collaborate daily with internal teams, stakeholders, and developers to define UX goals, maintain design consistency, and keep projects on track.

Most importantly, advocate for users by leveraging research, data, and feedback to shape and refine the overall experience across the company's family of websites.

Contact Info

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(352) 857-3203

Industry Knowledge

Product Design

Wireframing & Prototyping

Design Research

CRO

UX Strategy

Tools & Technologies

Figma, Hotjar, Fullstory,

Adobe Photoshop, Adobe

Illustrator, LocalWP, Visual

Studio Code

Platforms and Languages

WordPress, Shopify,

BigCommerce, and

Magento. Basic HTML, CSS,

and PHP knowledge.

Interpersonal Skills

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

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Work Experience

EXPERIENCE

Searchalytics

Director of Web Development

Dec 2022 - May 2024

Oversaw the full lifecycle of website projects, from client onboarding through launch. Led a remote team to build custom websites, ensuring timelines, quality, and functionality aligned with client goals. Coordinated directly with marketing and SEO teams to translate business objectives into high-performing site structures and user flows.

Web Designer & Client Relationship Manager

Jan 2020 - Nov 2022

As the sole designer for a new startup, my role spanned the entire web design process. This included client onboarding, site strategy, high-fidelity mockups, client reviews, full site builds, and launch. Additionally, implemented hosting as a service for the company, handling setup, management, and ongoing support for client websites.

RealTruck, an L Catterton portfolio company

UX/UI Designer

May 2017 - Dec 2019

Designed user-centered digital experiences by translating concepts into wireframes, user stories, and mockups optimized for various devices. Made strategic UX decisions for core and new features, rapidly prototyping solutions while collaborating closely with stakeholders and cross-functional teams.

Image Team Manager

Oct 2015 - May 2017

Led a team responsible for creating product image galleries across multiple eCommerce sites. Developed standardized workflows and style guides to ensure consistency, efficiency, and quality across all visual content production.

Web Team

Mar 2014 - Oct 2015

Designed and coded front-end content and graphics for multiple company websites. Gained hands-on experience with platforms including Magento, AspDotNetStorefront, Network Solutions, and WordPress.