

Nick Shoemaker

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Portfolio: www.nickshoemaker.com

Career Snapshot

Digital designer and UX specialist with over 20 years of experience creating visually engaging, user-centered designs for web, marketing, and multimedia platforms. Adept at translating complex ideas into clean, compelling visual interfaces and themes that strengthen brand identity and improve user experience. Combines creative artistry with a solid understanding of front-end design principles, accessibility, and digital asset optimization. Collaborative, detail-oriented, and passionate about delivering creative solutions that balance aesthetics with usability.

Professional Experience

Research Results – Survey UX Developer / Digital Designer

August 2019 – September 2025

- Designed custom survey themes, interactive visuals, and digital assets that elevated client engagement and brand perception.
- Created social, web, and marketing materials to support company campaigns and internal initiatives.
- Managed company website content, ensuring visual consistency, accessibility, and responsive design.
- Developed SCORM-compliant training materials using multimedia, video, and animation.
- Edited and optimized video, imagery, and graphics for print and digital delivery.
- Collaborated with marketing and executive teams to unify brand presentation across channels.

Questex Media – UX/UI Designer

May 2012 – November 2017

- Designed user interfaces, site layouts, and graphics for corporate and event-driven websites.
- Produced interactive and animated HTML-based ad campaigns that improved engagement metrics.
- Created brand-aligned visual assets for marketing, web, and social platforms.
- Trained teams in CMS use and creative asset management to ensure design continuity.

KnowledgeVision – UX/UI Designer

August 2010 – December 2011

- Designed custom software interfaces and presentation templates for enterprise clients.
- Integrated branded visuals and multimedia to enhance engagement in live and recorded presentations.
- Provided design support and troubleshooting during client webinars and product demos.

Ingage Interactive – Multimedia Designer

January 2005 – April 2008

- Designed software UI, interactive CDs/DVDs, and printed packaging materials.
- Produced HD video content incorporating animation, motion graphics, and chroma keying.
- Supported sales and demo presentations with high-impact visual content.

Core Skills

- UX & Visual Design | Responsive Web Design | Branding & Identity
- Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects)
- Layout, Typography & Color Theory | Iconography | Animation
- CMS Design & Management (WordPress, Drupal)
- Marketing Collateral | Social Media Graphics | Video Editing & Production
- Interactive & Motion Design | SCORM Course Creation | AI-Assisted Creative Tools (ChatGPT, Gemini, Firefly, ElevenLabs)
- Cross-Department Collaboration | Creative Strategy | Process Documentation

Education

Bachelor of Science – Multimedia & Web Design, High Honors

The New England Institute of Art, Brookline, MA — August 2004