Nicole Harrington

User Experience (UX) Visual Designer

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Creative and solution-oriented Visual, Graphic, and User Experience Designer based in Houston, TX. Specializing in simplifying complex problems into intuitive, user-friendly designs that tell compelling stories. Seeking opportunities to apply design skills in crafting seamless and intuitive experiences.

EXPERIENCE

Senior User Experience Designer — January 2025 – Present
The Coats Company

- Led end-to-end UX design for a leading automotive service equipment company, including architecting a scalable SaaS equipment tracking platform, implementing diagnostic service tools, and building a future-ready design system adopted across all product lines.
- Drove user-centered innovation by conducting field research with technicians, integrating legacy equipment insights, and spearheading a comprehensive digital rebrand to unify website and social media messaging, strengthening brand engagement and user trust.

User Experience Visual Designer — April 2022 – September 2024
General Motors

- Designed the Cadillac Blackwing Performance Traction Management drive modes in vehicle display, collaborating closely with engineers and feature owners to design an intuitive interface that effectively communicated complex algorithms to the driver, ensuring ease of understanding and accurate representation of the feature's functionality.
- Launched 2024 Corvette Optimized intuitive safety alerts that effectively communicated critical driver information. Analyzed and addressed areas of duplication in the design and development process, streamlining workflows and improving efficiency. Simplified the number safety alerts by creating templates, resulting in faster development timelines, reduced defects, and a more effective user experience.

Lead Website Designer — August 2021 – April 2022
Heritage Landscape Supply Group

- Built visually appealing, user-friendly websites that incorporated responsive design principles, ensuring compatibility across multiple devices and browsers.
- Streamlined corporate brand identities by working closely with key stakeholders, applying these identities to marketing materials, digital assets, and templates for web, social media, and email translating to 10% increase in sales through increasing social media visibility.

EDUCATION

Texas State University in San Marcos, Texas — August 2017 – May 2021
Bachelor of Fine Arts in Communication Design