

# NICHOLAS TOBAT

Hi, I'm Nick! I am a tireless tinkerer and hybrid designer slash front-end developer of web, mobile, product, and brand experiences. I am keen on design systems, data-driven design, and incredible user experiences.

## EXPERIENCE

### **Kin + Carta, Denver CO** — *Product Designer*

OCTOBER 2020 – PRESENT

- Work closely with product owners, UX researchers, and developers to design complex enterprise software applications from concept to production
- Restart the company-wide design system effort, Chameleon, and create the bulk of our styled components in Figma
- Mentor other designers & teach best-practice technical fidelity, how to take advantage of Figma features, and incorporating storytelling into design

### **Kinis Co, Remote** — *Product Design Lead*

JUNE 2021 – PRESENT

- Lead a team of designers & full-stack engineers developing a fitness & wellness application
- Create and manage the design system; design and develop reusable components
- Conduct user interviews and research for a data-driven design process

### **Backbone PLM, Boulder CO** — *Product Designer*

SEPTEMBER 2019 – JUNE 2020 LET GO DUE TO COVID-19

- Renovate & manage the team design system and symbol library
- Implement analytics tools to aid data-driven design practices
- Contribute directly to front-end codebase & squash visual bugs

### **The Coca-Cola Company, Atlanta GA** — *UI/UX Designer*

SUMMER 2018

- Motion design for Coke's Times Square billboard
- UI/UX design & animation for Sip & Scan Rewards
- Art direction and digital design for Arctic Coke

## PROJECTS

### **Digital Sustainability** — *eLearning Course*

An effort to educate earthlings about the importance of maintaining the balance between our Internet usage and the costs of that usage.

### **Desktop Aquaponics** — *Physical Product Design & Instructions*

A basic DIY user guide with build & materials coming in at under \$100, constructed from an office water-cooler jug and a bit of tubing.

### **Whack-a-Scientist** — *Game Design & Development*

An 8-bit whack-a-mole style game I designed in Affinity Designer and built in Unity for a faux-dystopian-future gaming platform.

# NT

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Boulder, CO

## SKILLS

Design Thinking | UI & UX Design | Design Systems | Rapid Prototyping | Visual Design | Front-End Dev | Branding | Research | Presenting | Writing | Creative Problem Solving

## TOOLS

Figma | Sketch | Zeplin | Miro | InVision | HTML | CSS | Angular | React | JavaScript | jQuery | WordPress | Git & GitHub | Adobe CC | Affinity Suite | Framer | Principle | Keynote | Cinema4D

## EDUCATION

### **VCU Brandcenter**

Richmond VA

*M.S. Experience Design*

AUGUST 2017 – MAY 2019

Work with the brightest new minds in creative problem solving to tackle complex briefs & appreciate the ultimate importance of the relationship between brands and consumers.

### **University of Virginia**

Charlottesville VA

*B.A. Foreign Affairs*

AUGUST 2011 – MAY 2014

Earn my bachelor's degree and learn that I do not want to work in the field of Foreign Affairs.

## I LIKE TO:

Climb, run, hike, slackline, bike, camp, offroad, play music, cook, travel, watch TV & movies, play with my dog, cuddle my cat, love my wife & live my life.