NICHOLE LANIER

Senior UX/UI & Graphic Designer | Web & Digital Experience | Front-End Development | AI-Driven Digital Experience Specialist | Project Management

Tallahassee, FL
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PROFESSIONAL SUMMARY

Technology, web systems, and digital experience professional with 20+ years of experience supporting, designing, developing, testing, deploying, and maintaining enterprise, government, healthcare, and organizational technology solutions. Experienced in the intersection of technology, content, systems analysis, website management, user support, accessibility, process improvement, and digital operations.

Strong background translating business and stakeholder needs into practical technology solutions, coordinating projects from requirements through implementation, troubleshooting complex web and system issues, improving processes and user experiences, and collaborating across technical and non-technical teams. Experienced working within federal and state government environments, including the Florida Department of Corrections, Federal Reserve Board, U.S. Department of State, and healthcare environments.

Combines hands-on knowledge of computer programming, system analysis and design, web technologies, CMS platforms, accessibility standards, quality assurance, testing, deployment, performance optimization, and technical troubleshooting with strong written and verbal communication skills. Experienced managing end-to-end digital initiatives, coordinating multiple priorities, researching solutions, documenting requirements and processes, and working independently to resolve operational and technology challenges.

Recognized for bringing together technology, content, visual communication, usability, and operational needs to create reliable, accessible, maintainable, and user-centered digital systems.

CORE COMPETENCIES

Creative Design & Visual Communication

- Graphic Design & Visual Storytelling
- Creative Concept Development
- Brand Identity & Visual Systems
- Typography, Layout & Composition
- Digital & Print Design
- Creative Direction & Art Direction
- Website & Graphic Design
- User Experience & Visual Design
- Presentation & Marketing Design
- Photo Editing & Image Enhancement
- Visual Consistency & Brand Development
- Creative Problem Solving

Web, UX & Digital Experience

- Website Design & Development
- Responsive Web Design
- User Experience & Digital Experience
- Digital Content Strategy
- WordPress / Joomla / Drupal
- HTML / CSS / JavaScript / PHP
- CMS Administration
- Accessibility / Section 508 / ADA
- Multilingual & International Web Support
- Web Content & Graphic Design Management

Emerging Technology & Creative Innovation

- AI-Assisted Design & Technology Workflows
- AI Content & Digital Experience
- Rapid Prototyping
- Prompt Development
- Workflow Automation Concepts
- Technology Research & Evaluation

Leadership & Collaboration

- Cross-Functional Team Leadership
- Stakeholder Communication
- Executive-Level Communication
- Business & Technical Translation
- Requirements Facilitation
- Creative & Technical Collaboration
- Knowledge Transfer
- Vendor / Partner Coordination
- Independent Decision-Making

Project & Operations Management

- Project Planning & Coordination
- Creative Production & Workflow Management
- Process Improvement
- Workflow Optimization
- Multiple-Priority Management
- Performance Optimization
- Risk & Problem Resolution
- Technology Operations
- Operational Planning

Technology & Systems

- Systems Analysis & Design
- Requirements Analysis
- Web Application Development
- System Configuration
- Technical Troubleshooting
- Application Testing & Deployment
- Quality Assurance
- Issue Resolution
- Technology Systems Planning

PROFESSIONAL EXPERIENCE

LANIER IMAGES, LLC

Owner / Lead Technology, UX & Digital Systems Consultant
May 1998 – Present

Lead end-to-end technology, website, digital experience, and creative initiatives for organizations and businesses, managing projects from initial requirements and strategic planning through design, development, testing, deployment, maintenance, and ongoing improvement.

- Analyze client and organizational needs and translate business requirements into practical website, application, content, and technology solutions.
- Plan and coordinate complete digital projects, balancing technical requirements, content needs, usability, accessibility, timelines, and available resources.
- Design, develop, configure, test, deploy, maintain, and troubleshoot websites and web-based solutions.
- Manage ongoing website operations including CMS administration, hosting, domain management, security updates, performance optimization, content updates, and technical issue resolution.
- Develop front-end solutions using HTML, CSS, JavaScript, and PHP while integrating design, functionality, accessibility, and content requirements.
- Research technologies, platforms, tools, and implementation approaches to identify solutions to business and operational challenges.
- Establish efficient workflows and processes that improve project execution, consistency, quality, and turnaround time.
- Coordinate with clients, stakeholders, technical resources, and other contributors to clarify requirements, resolve issues, and maintain project alignment.
- Perform quality assurance, cross-browser testing, accessibility review, troubleshooting, and pre- and post-deployment validation.
- Translate complex technical concepts into understandable recommendations and documentation for non-technical stakeholders.
- Provide ongoing technical guidance and knowledge transfer to support effective use and maintenance of digital systems.
- Incorporate emerging AI technologies into appropriate design, content, research, prototyping, and workflow processes while maintaining human oversight and quality control.

MAYO CLINIC

UX/UI & Graphic Web Designer
May 2023 – February 2024

Supported development and improvement of healthcare digital experiences within a highly structured, enterprise environment.

- Designed and improved responsive web experiences with emphasis on usability, accessibility, visual clarity, consistency, and quality.
- Collaborated with cross-functional stakeholders to understand requirements and translate organizational needs into effective digital solutions.
- Developed visual and digital assets supporting web content, communications, branding, and organizational initiatives.
- Applied accessibility and usability principles to improve the quality and effectiveness of digital experiences.
- Supported rapid project delivery in an environment requiring attention to quality, competing priorities, organizational standards, and deadlines.
- Evaluated and incorporated emerging AI-assisted workflows to accelerate research, ideation, content development, and digital production while maintaining quality standards.
- Participated in iterative review and refinement of digital solutions based on stakeholder feedback and project requirements.

META

Web Developer / UX & Graphic Designer
October 2022 – April 2023

Supported internal web and digital platforms within a large-scale technology organization.

- Developed and maintained web-based solutions supporting internal organizational needs.
- Worked with CMS platforms and front-end technologies to configure, update, and improve digital systems.
- Translated business and user needs into functional web experiences and technical solutions.
- Supported usability, visual consistency, content organization, and quality across internal digital platforms.
- Created infographics, digital communications, and visual materials supporting technology and organizational initiatives.
- Used rapid prototyping and emerging AI-assisted workflows to research, develop, test, and refine concepts efficiently.

- Collaborated across technical and creative functions to resolve issues and deliver projects within established requirements and timelines.

FLORIDA DEPARTMENT OF CORRECTIONS

Senior UX & Graphic Designer
September 2019 – August 2022

Supported a high-traffic state government website with responsibility for improving usability, accessibility, visual communication, and digital effectiveness.

- Led UX redesign initiatives for a high-traffic government careers website, translating organizational and user needs into improved information architecture, navigation, content presentation, and digital experiences.
- Collaborated with stakeholders to identify usability problems, requirements, content needs, and opportunities for process and experience improvement.
- Applied Section 508 accessibility requirements and responsive, mobile-first design principles to government digital services.
- Developed web layouts, graphics, recruitment materials, and digital communications supporting statewide workforce initiatives.
- Identified and resolved usability, accessibility, performance, and presentation issues affecting website effectiveness.
- Supported ongoing website improvement through research, analysis, stakeholder feedback, testing, and iterative implementation.
- Balanced competing project requirements, deadlines, content priorities, accessibility standards, and organizational needs.
- Worked across technical, communications, content, and organizational functions to maintain alignment between technology and business objectives.
- Contributed to continuous improvement of website quality, accessibility, performance, and user engagement.

FEDERAL RESERVE BOARD

Web Developer & Graphic Designer
September 2013 – January 2018

Supported enterprise web platforms and digital communications within a federal government environment.

- Designed, developed, maintained, and improved accessible web platforms supporting organizational and public-facing information needs.
- Applied front-end development, visual design, accessibility standards, and usability principles to enterprise web solutions.
- Analyzed requirements and translated organizational needs into functional, accessible, and maintainable digital solutions.
- Created graphics and digital communications supporting institutional initiatives and stakeholder communications.
- Collaborated with technical and non-technical teams to research issues, evaluate solutions, troubleshoot problems, and implement improvements.
- Supported quality assurance and validation of web updates and digital content.
- Worked within established federal standards, procedures, accessibility requirements, and organizational guidelines.
- Managed multiple projects and competing priorities while maintaining attention to quality, accuracy, accessibility, and deadlines.

CTC – U.S. DEPARTMENT OF STATE

Web Designer / Developer
March 2012 – September 2012

Supported U.S. Embassy and international government websites.

- Designed and developed web solutions supporting U.S. Embassy and international government operations.
- Applied HTML, CSS, responsive design, usability, accessibility, and mobile development practices.
- Supported multilingual and internationalized websites serving diverse audiences and geographic locations.
- Developed mobile-friendly experiences for iPhone, iPad, Android, and other devices.
- Collaborated with stakeholders to identify requirements and develop solutions appropriate for international government environments.
- Tested web experiences across browsers and devices to identify and resolve functionality, usability, and presentation issues.

IMC, INC.

Web / Graphic Designer
March 2009 – January 2011

Supported web applications, portals, user interfaces, and digital communications.

- Designed user interfaces for database-driven applications and enterprise web environments.
- Applied Section 508 and W3C accessibility standards to web interfaces and digital solutions.
- Developed CSS, HTML, and interface components for SharePoint 2007 portal environments.
- Supported front-end migration of ASP.NET applications.
- Coordinated web, branding, marketing, and project activities across multiple stakeholders.
- Researched requirements, identified issues, and contributed to implementation and quality improvements.

SELECTED FREELANCE TECHNOLOGY & DIGITAL PROJECTS

iCCaRE Consortium

Website, Brand Identity & Digital Experience

- Led web design and development of brand identity, digital direction, visual systems, and supporting web/social assets.
- Created scalable systems designed for consistent implementation across digital and print environments.
- Website - https://iccareconsortium.org/

Moon Mama Wellness

Digital Experience & Website Development

- Developed a user-centered wellness website integrating content strategy, visual communication, branding, usability, and digital experience.
- Coordinated visual direction and digital implementation across website and supporting marketing channels.
- Website - https://moonmamawellness.com/

Youth United for Change

Website Redesign & Digital Experience

- Redesigned digital experience with emphasis on storytelling, accessibility, responsive design, navigation, content organization, and youth engagement.
- Improved information structure and usability while aligning the experience with organizational communication goals.
- Website - https://youthunitedforchange.org/

Beta Phi Omega Sorority

Digital Presence & Brand Refresh

- Led digital design and brand refresh initiatives for a longstanding organization.
- Balanced organizational history and identity with modern web usability, visual communication, and digital engagement.
- Website - https://www.betaphiomega.org/

TECHNICAL SKILLS

Systems / Web Development:
HTML, CSS, JavaScript, PHP, Responsive Web Development, Cross-Browser Compatibility, Front-End Development, Web Applications

CMS / Web Operations:
WordPress, Joomla, Drupal familiarity, SharePoint, Website Administration, Content Management, Hosting & Domain Management, Security Updates, Performance Optimization, Troubleshooting

Systems / Quality:
Requirements Analysis, System Analysis, Configuration, Testing, Quality Assurance, Accessibility Testing, Deployment Support, Issue Resolution, Process Improvement

Accessibility / Compliance:
Section 508, ADA, W3C Standards, Accessible Web Design, Accessibility Testing, Inclusive Digital Experiences

Design / UX:
UX/UI Design, User-Centered Design, Information Architecture, Wireframing, Prototyping, Usability Testing, Visual Design, Graphic Design, Branding, Digital Communications

Technology / AI:
AI-Assisted Workflows, AI Content Development, Prompt Development, Rapid Prototyping, Workflow Optimization

Tools:
Adobe Creative Cloud, Figma, axe DevTools, WordPress, Joomla

PROFESSIONAL STRENGTHS

- Strategic and creative approach to visual and digital design challenges
- Strong visual, written, and verbal communication skills
- Ability to translate complex ideas into compelling visual experiences
- Independent creative problem solving and design decision making
- Concept development, creative direction, and visual storytelling
- Project planning, creative coordination, and production management
- Brand systems, typography, layout, and visual consistency
- Quality-focused design execution, production, and testing
- Government, enterprise, and client-facing design experience
- Accessibility, inclusive design, and digital standards awareness
- Ability to manage complex, competing creative priorities and deadlines
- Continuous learning across design trends, technology, and emerging creative tools