

Nolan Plant

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About Me

While my professional title is User Experience Designer, I wouldn't get too hung up on that. I have a wide set of skills and have held many positions related to UX on digital marketing. This has given me a balanced approach to solving design challenges and working on projects of varied sizes and resources. In all my roles my goal has been simple: help companies get closer to their users.

Skillset

Prototyping, wireframing, UX research, information architecture, tree testing, customer journey & goal mapping, persona development, usability testing, A/B testing, conversion optimization, SEO, omnichannel marketing, HTML, CSS, Javascript

Toolkit

Google analytics, Omniture, Optimal Workshop, Google Data Studio, Sketch, Figma, UX pin, Adobe XD, Omnigraffle, Photoshop, Illustrator, Lucid charts, Balsamiq, Pendo, Monetate, VWO, Mouseflow, Ion Interactive, Demandware, Wordpress.

Where I've Been:

2016 - Present: UX Engineer, Sproutloud Media Networks

- Leveraged google analytics, heatmaps, in-app/online surveys, and customer service interviews to isolate top UX pain points within the sproutloud application.
- Ran workshops with the senior management team to prioritize UX pain points for resource allocation and to create a timeline for addressing them.
- Introduced the company to A/B testing and established process for conducting tests within the development cycle. A/B testing on the search results page resulted in 8.72% increase in goal conversion and .55% lift in engagement.
- Introduced the company to usability testing and set up a formal process for incorporating them into product discovery.
- Guided the redesign of the application's global navigation.
- Restructured the information architecture using tree testing. Through this process we were able to improve success rate by 22%, directness by 20% and reduced time to locate functionality by 4% compared to old structure.
- Aided the research and discovery for Business Intelligence dashboards.
- Established UX KPIs including the implementation of Net Promoter Score and quarterly surveys.

2016 - Present: Directing Partner, Priority Wine Pass

- Conducted UX research and analysis of website and app
- Developed consumer personas based on 1st party data
- Designed and developed company website
- Designed the mobile app
- Oversaw outsourcing of custom development
- Currently holding an advisory role

2012-2016: Digital Experience Producer, Sanuk

- Guided the brand's omnichannel strategy based on a customer-first approach.
- Managed sanuk.com's GTM strategy including email marketing, content marketing, affiliate, paid search and digital media buys.
- Drove 37.5% YOY growth in 2015 sales, and lead the company in 3 consecutive years of highest online sales-to-date.
- Analyzed web traffic, social insights, customer service reports, and market competition to identify areas ripe for innovation in the online and physical space
- Advised senior management on the digital priorities for the brand
- Reported on web trends and emerging technologies to improve the global marketing strategy and overall customer experience of the brand
- Lead customer journey mapping exercises and customer research to inform UX improvements and high impact design decisions.
- Worked with designers and developers to implement mobile and web interface enhancements
- Worked with the retail team to improve digital experience within the store environment.
- Constructed digital initiatives to bridge the gap between our retail stores, online, and wholesale accounts.

Education

2017 Certificate, SAFe Practitioner
2016 Certificate in UX and Customer-Centered Design, University of Extended Education
California State University, Fullerton
2008 BFA, Art: Digital Art and New Media, University of California, Santa Cruz.

Recognition

2014 Sanuk Employee of the Quarter
2008 William Hyde and Susan Benteen Irwin Scholar, for outstanding achievements in the arts.
2008 Dean's award for an interactive video installation
2007 Exhibited web based artwork at the Museum of Art History in Santa Cruz, Ca.

2011-2014 Co-founder Donthatetheweb.com

Provided digital strategy consultation for small businesses
Helped companies rank for organic search terms through content marketing and key word analysis
Implemented UX improvements to company's' websites to increase sales and their respective KPI's
Optimize websites for social, mobile and local search.

2010-2012 Digital Marketing Manager, All-Pro Science Inc.

- Ran day to day operations of the company's ecommerce website.
- Reported web analytics to the company's board of directors
- Drove 34% YOY increase in online sales and increased email subscribers by 39%
- Devised daily promotions, deals, and contests to engage customers and drive sales.
- Managed the email marketing and display advertising initiatives.

2008-2012 Freelance Multimedia Designer, Nolantheplant.com

- Freelanced with web design, Flash design and animation, graphic design, video editing, social media marketing, and SEO.
- Managed design and development on wide range of projects from action sport to corporate clients.

2003-2011 Marine Safety Lifeguard, City of Laguna Beach