

ian niklas

user experience ui/ux • visual designer

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PERSONAL STATEMENT

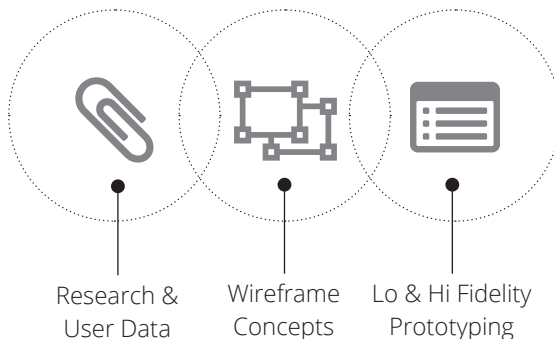
I believe that good design makes a difference; that any project benefits from intelligent thinking and simple design. Users seek an intuitive interaction, simplicity and uniform delivery of information and data. The driving force of my work is solving complexity with simplicity.

WORK EXPERIENCE

I marry data with creative insight to deliver successful user experiences. Making form and function work together, equally and through a process of iteration and prototyping. I design experiences that offer intuitive utility and human connectivity. I have a strong emphasis on craft and take pride in seeking out simple solutions to complex problems.

DESIGN PROCESS

Create clean designs that communicate to the end users. Identify user needs and goals, task and workflow modeling. Understand business goals, assist in developing the UX strategies and design solutions.



DESIGN SKILLS

01 Computer ↓

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Sketch
- Axure, InVision
- Squarespace
- Acrobat, Office 365
- HTML, CSS, Java

02 Knowledge ↓

- ✓ User-centered design (udd)
- ✓ Design pattern library (dpl)
- ✓ Digital development process
- ✓ Wireframes, Prototypes, Agile
- ✓ UX Architecture, Storyboards
- ✓ Styleguides, Usability testing
- ✓ Google analytics, SEO
- ✓ Infographics, White papers

EDUCATION

- **Art Center College of Design, Pasadena, CA (1999)**
Bachelor of Fine Arts in graphic and packaging design
- **St. Cloud State University, St. Cloud, MN (1998)**
Bachelor of Fine Arts in graphic design
- **Pasadena City College, Pasadena, California (1997)**

EMPLOYMENT

- **Thomson Reuters, Minneapolis, MN**
Lead UI/UX Designer (2018 – Present)
- **Niklas Design, Minneapolis, MN**
Freelance Senior Designer / Art Director & UI/UX Lead Designer (2002 – Present)
- **Christopher & Banks, Minneapolis, MN**
Lead UI/UX Designer (2018)
- **Praeses, Minneapolis, MN**
Lead UI/UX Designer (2015 – 2017)
- **Equus Holdings Inc., Minneapolis, MN**
Sr. Print & UI/UX Designer (2010 – 2014)
- **M Design Interactive, Minneapolis, MN**
Sr. Print & Web Designer UI/UX (2009 – 2010)

CAPABILITIES

Designing and conducting user-focused product design research and usability tests for websites and other digital experiences across various platforms including desktop, mobile and tablet. Applying Lean and Human Interface Guidelines to eliminate confusing and unnecessary steps for end users while delivering a seamless user experience.

CLIENTS

University of Florida, Target, Exhibitor Magazine, Jennie-O, General Mills, Sony, Coca Cola, American Express, AIGA, TKDA, Imation, 3M, McNally Smith College of Music, City of St. Paul, Masonic Charities, Best Buy, Medtronic, Marvin Windows.