

Nick Basile

Product Designer, Developer, Leader

Contact

nicholas.basile@outlook.com
203.451.3425
nick-basile.com

Education

Franklin University Switzerland, Aug 2010 - May 2014

Bachelor of Arts (BA), Dual Major in International Economics and International Banking & Finance with a Studio Arts Minor

Wilton High School, Aug 2006 - May 2010

High School Diploma

Skills

Product Design

Content Strategy, Figma, Ideation, Information Architecture, InVision, Product Management, Prototyping, Research Synthesis, Sketch, Usability Testing, User Research, and Visual Design

Frontend Development

Bootstrap, Blade, CSS3, C3.js, Git, HTML5, JavaScript, Jest, jQuery, NPM, React.js, Sass, Tailwind CSS, Vue.js, Vuex, Vue Router, and Yarn

Backend Development

Express.js, Laravel, Laravel Nova, Laravel Spark, Lumen, MySQL, Node.js, PHP, and PostgreSQL

DevOps

Digital Ocean, GitHub, GitLab, Heroku, Laravel Forge, and Netlify

Additional Experience

VueSchool.io Teacher, Jan 2018 - Aug 2018

Wrote and produced the Vue.js Fundamentals course. The course is currently embedded throughout the Vue.js official documentation.

Technical Writing Writer, Nov 2017 - Present

Wrote blog posts covering Laravel, Vue.js, Tailwind CSS, and other topics. These posts have been shared by Vue.js Feed, Laravel News, Vue.js Developers, and others.

Wrote articles for Vue.js Developers and CSS-Tricks about testing Vue.js components and using Tailwind CSS.

Experience

Product Designer

Lambda School, Mar 2020 - Present

- Supported the marketing and admissions verticals with wireframes, mockups, and prototypes of product experiences.
- Started our marketing and admissions user research efforts and led several research projects to better understand our students and their needs.
- Spearheaded the growth experimentation program leading to a 20% increase in our application's conversion rate in three months.
- Collaborated with and mentored other designers to level up our design and research skills and develop our shared best practices.

Interim UX Program Manager

Lambda School, Oct 2019 - Mar 2020

- Managed a team of three full-time instructors and five part-time instructors. Led additional hiring for these roles.
- Led the sunset of the UX program and developed a plan to support all of our remaining students through the rest of their studies.
- Collaborated cross-functionally on all initiatives impacting the UX program.

UX Instructor

Lambda School, Aug 2018 - Oct 2019

- Taught students about various UX design and web development topics, including user research, prototyping, usability testing, HTML, and CSS.
- Maintained highest instructor rating from students on the UX team.
- Managed and mentored Team Leads (teaching assistants).

Founder

Launch Shop, Nov 2015 - Present

- Founded and manage a digital consultancy that validates, designs, and develops custom websites, enterprise tools, and digital products for a variety of clients.
- Provided additional hiring, training, and onboarding support as well as marketing and content strategy services on an ad hoc basis.

Software Engineer

Aptitude Media, May 2017 - May 2018

- Upgraded UI implementation of the customer-facing product by translating Blade templates and jQuery into Vue.js components.
- Implemented custom JavaScript impression tracking for embeddable iFrames that works across multiple browsers and devices.
- Collaborated with the team to improve internal ad management tools with new features and reports using Vue.js, Laravel, and C3.js.
- Designed and developed customer VIP program. Implemented VIP product features using TDD, Laravel, Vue.js, Vuex, and Sass.

Lead UI/UX Engineer

Metric Loop, Feb 2016 - May 2017

- Conducted user research to determine the feature set and viability of Helix, Metric Loop's business-in-a-box software product.
- Designed and developed Helix's user experience using Sketch, HTML, Blade, Sass, Vue.js, and Laravel.
- Created the brand identity for Metric Loop and Helix, which included logos, business cards, social profiles, websites, and blogs.
- Participated in strategic discussions with founders about product development and go-to-market strategy.

Frontend Developer

International Studies Abroad, Feb 2015 - Feb 2016

- Designed wireframes, mockups, and prototypes of student-facing websites and internal software using Illustrator, Sketch, and InVision.
- Implemented these designs and other features using HTML, Sass, CSS, jQuery, Javascript, PHP, and Drupal.
- Spearheaded initiatives to use UX design throughout the development process, including leading the first usability tests at the company.
- Represented the frontend and UI/UX team in bi-weekly strategy meetings with Senior Management.