

CARRIE MATTHEWS-NICOLI

Product-driven, sleek and insightful experience designer with strong motivational leadership skills, specializing in mobile design and digital media

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BRANDS Autograph Collection, Battlefield Mobile, Barrelhound, BrooklynArtProject.com, Camp Dreamcatcher, CitiBank, Cognizant, CurioCity Theatre, Depuy, DosEquis, Electronic Arts, Emirates, HarperCollins, Heineken, Hershey's, IFCFilms, LD Entertainment, LocalGame, Macys.com, Marriott, Maxis, Nascar, NBC Universal, Nightpantz, Powers, Qualcomm, RoomKey, Scholastic, Showtime, The Sims, SingularSound, Sony Home Entertainment, Strongbow, SundanceNow, Tecate, Visa Olympics, Volvo, Vonage, WeWork, Weinstein Company

SKILLS Figma. Figjam. Miro. Sketch. XD. Unreal (UMG). Photoshop. Illustrator. Flinto. Agile. InVision. Proto.io. Dreamweaver. HTML/CSS. WordPress. Active Campaign. Instapage. Thinkific, Facebook Ads Manager. Microsoft Suite.

AWARDS Pixel Awards, Travel and People's Champ: Autograph Collection - Marriott 2011
John Caples Bronze: 2012
Autograph Collection - Marriott
Dale Carnegie Human Relations Award
Pratt Circle: Graduated with Honors

EDUCATION PRATT INSTITUTE
Brooklyn, New York | Graduated 2009
BFA: Communications Design
Concentration: Graphic Design and Advertising

DALE CARNEGIE TRAINING
New York, New York | March 2010
Dale Carnegie Course: Sales and Human Relations

EXPERIENCE SENIOR XD, SIMULATION LEAD - EA Maxis
Los Angeles, CA | Nov 2021 – Present

- :: Developed simulation moment to moment game experience for Project Rene (a cross-platform game), focusing on balancing narrative immersion with sandbox play.
- :: Established internal pipeline process for iterative prototyping from concept to UXR, empathizing the strategic value of knowing our ratio of learnings to prototype fidelity level.

EXPERIENCE DESIGN LEAD - EA FPS Incubation
Los Angeles, CA | June 2020 – Nov 2021

- :: Shepherded three mobile FPS incubation projects from concept to Gate 1 pre-production deliverable in Unreal Engine.
- :: Executed wireframes, UMG UI, internal & external playtests, and managed UX decision progression based on key behavioral cues from our players.

EXPERIENCE DESIGNER II - EA Industrial Toys
Los Angeles, CA | Jan 2018 – June 2020

- :: Comprehensive UX design and UX process definition for Battlefield Mobile ideation phase.
- :: Created and maintained screen inventory, information architecture, screen wireframes, animated mockups, user journey maps and more. Input on feature sets.
- :: Ran feedback collection workshops. Contributed to persona definition, user testing and research interviews.

INTERACTIVE CREATIVE DIRECTOR - AWD
Los Angeles, CA | June 2016 – Oct 2017

- :: Dedicated focus to re-branding and marketing strategy for Singular Sound, including logo, website, email marketing and packaging design
- :: Managed client relationships as well as production team throughout process: ideating, guiding and delegating for an effective working environment

SR. INTERACTIVE ART DIRECTOR - Freelance
New York, New York | May 2012 – June 2016

- :: RTMLtd | Worked remotely with this tight-knit creative team to execute complex websites and build new brand identities.
- :: HAVAS WORLDWIDE | Worked closely with agency teams to concept and execute for Hershey's, Dos Equis, and Vonage.
- :: BOND INFLUENCE AND STRATEGY | Remotely art directed movie websites and social kits from ideation to live service.
- :: CKSK | Concept to launch of digital and print campaigns for Heineken, Strongbow, Barrelhound, Tecate and Powers
- :: MACYS.COM | In-house focus on micro sites for Macy's Culinary Council, Fashion Week and Interactive Catalogue
- :: SCHOLASTIC | Worked side by side with internal team on a full re-brand of scholastic.com, was given sole responsibility