

Nan Copeland

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Experience

Interaction Designer, Slate Magazine

Brooklyn, N.Y. • May 2018 - Present

- Works with Edit team to create CMS components that add value but are also reusable: currently this involves adding options to the “cover story” template
- Redesigned podcast pages and user flow on Slate’s site resulting in podcast-specific layouts that encourage users to discover more of Slate’s podcasts
- Conducted extensive user testing on Slate’s iOS app where we decided we should focus on navigation clarity and a more streamlined Slate Plus experience in the app redesign
- Currently wireframing a prospective paywall

Digital & Front-End Designer, Industry Dive

Washington, D.C. • August 2015 - May 2018

- Cleaned up and restructured SCSS using SMACSS logic resulting in smaller CSS file sizes and easy-to-maintain code
- Redesigned publication sites: moved sites over to responsive grid, created native ad spots and improved overall UX/UI
- Led design for Social Media Today (SMT) website launch: interviewed users to develop a cleaner and less-confusing login process, implemented front-end of login process and restructured SCSS to account for new SMT branding

Editorial Design Intern, Industry Dive

Washington, D.C. • Summer 2015

- Revamped evergreen editorial content with data visualizations
- Created “Internships” landing page for HR to market the internship program

Education

University of North Carolina at Chapel Hill

B.A. Journalism, 2015

General Assembly

User Experience Design, 2017

Tools

HTML/SCSS

Sketch & Invision

User Testing

Illustrator, Photoshop & InDesign

basic JavaScript

GitHub