Nan Copeland

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EXPERIENCE

Product Designer, Vox Media
New York, N.Y. • June 2021 - Present

- Managed redesign and relaunch of TheVerge.com: streamlined article design for engineering, led visual QA for site launch, worked with product, design and engineering leads to determine which features were MVP vs. post-launch

- Led *New York* Magazine's subscription design and UX: designed email registration wall to help increase newsletter signups, maintained new features and bugs for subscription flow and account center

Interaction Designer, Slate Magazine
Brooklyn, N.Y. • May 2018 - May 2021

- Led redesign of Slate's podcast pages resulting in podcast-specific layouts that encourage users to discover more Slate 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

- Led UI and UX of Supporting Cast, Slate's internal podcast membership service: designed a post-signup flow that saw over 90% conversion, oversaw implementation of accessibility compliance and maintained SCSS and HTML for both public and admin sites.

- Worked with editorial and copy teams to create reusable CMS components that meet their needs and are easily maintained by the dev team

Front-End Designer, Industry Dive
Washington, D.C. • August 2015 - May 2018

- 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

EDUCATION

University of North Carolina at Chapel Hill
B.A. Journalism, visual communication

General Assembly
User Experience Design

TOOLS

Figma, Sketch & Invision

HTML/SCSS

User Testing

Illustrator, Photoshop & InDesign

basic JavaScript

GitHub

Content management systems