

# Nan Copeland

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## Experience

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### Vox Media

New York, N.Y. • June 2021 - Present

**Senior Product Designer II, Design Systems Lead** May 2025 - Present

**Senior Product Designer II**, May 2024 - April 2025

**Senior Product Designer I**, September 2022 - May 2024

**Product Designer**, June 2021 - September 2022

- Created and maintains design system for all Vox sites (Vox.com, Polygon, The Verge, Eater & SBNation): works with design and product on the best way to apply the system to new features, manages and creates new tokens for all sites, works with developers to maintain consistency between CMS and front-end, applies accessibility standards to make sure site is usable for all audiences.
- Oversaw migration of all Vox sites from their native CMS to Wordpress. This includes the creation and maintenance of a design system that allows for all brands to use the same front-end system and tokens with different brand expressions.
- Led *New York Magazine's* subscription design and UX: designed email registration wall to help increase newsletter signups, managed 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
- Conducted extensive user testing on Slate's iOS app
- 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

### Front-End Designer, Industry Dive

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

## Education

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### University of North Carolina at Chapel Hill

B.A. Journalism, visual communication

### General Assembly

User Experience Design

## Tools

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Design Systems

Figma

HTML & SCSS

Web accessibility

GitHub

User testing

Illustrator, Photoshop & InDesign

Project management

Basic JavaScript

Content management systems