

NICOLE CHERRY

Web Designer & Webflow Developer

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SUMMARY

Web designer and Webflow developer with over 10 years of experience designing and building websites, web apps, and print for nonprofits, cultural organizations, startups, and small businesses. Experienced in UI/UX design, front-end development (HTML, CSS, and JavaScript), Webflow CMS architecture, e-commerce, localization, and brand identity, and comfortable owning a project from strategy and design through launch and ongoing support.

EXPERIENCE

Web Designer & Webflow Developer (Freelance)

Chores | New York, NY | 2025 – Present

- Designed and built a Webflow e-commerce site for an artisan-led slow-fashion studio, integrating a Shopify-powered cart and checkout with the Shopify Buy Button SDK.
- Created editorial collection pages and a masonry photo layout that center the makers and their process.

Web Designer & Webflow Developer (Freelance)

NARS Foundation | New York, NY | 2024 – Present

- Designed and built a Webflow site for an international artist residency, including a searchable, filterable database of every artist and curator since 2009 built in Webflow CMS with Finsweet Attributes.
- Provide ongoing site maintenance and support.

Designer & Webflow Developer (Freelance)

English-Speaking Union of the United States | New York, NY | 2021 – Present

- Design the annual report each year as both a Webflow web report and a 40-page printed report, sharing one visual identity, data visualizations, and program stories across web and print.

Product Designer & Front-End Developer (Freelance)

BeerMenus | Remote | 2019 – Present

- Design and develop front-end features for the BeerMenus web app, website, emails, and landing pages in its GitHub codebase.
- Redesigned the UI of the print menu builder, designed touchless QR menus, and built marketing landing pages with original photography and video.
- Designed the logo, email newsletter template, and website for Brave New Bar, a weekly newsletter for bar owners.

Digital Design Director

Manning Digital | Remote | 2015 – Present (freelance since 2018)

- Lead web design, email design, and branding projects for a full-service digital agency, and provide Webflow and WordPress development, information architecture, QA testing, and motion graphics.
- For client Coffee Quality Institute (2022 – Present), designed and built a Webflow site with CMS-driven Global Impact pages and translation into eight languages with Weglot.

Designer

University of Chicago Booth School of Business | Chicago, IL | 2012 – 2015

- Designed print and web marketing materials, including event brochures, social media graphics, and an internal website.

SKILLS

Design: Web design, UI/UX design, product design, responsive design, wireframing, prototyping, brand identity, print design, data visualization, motion graphics, and photography

Development: Webflow, Webflow CMS, HTML, CSS, JavaScript, Stimulus, Ruby on Rails, Git, GitHub, Shopify, WordPress, Finsweet Attributes, Weglot, and HTML email

Tools: Figma, Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects, Mailchimp, Salesforce, Pandot, Google Workspace, Asana, and Slack

EDUCATION

MFA, Sculpture

Yale School of Art | New Haven, CT | 2019

BA with honors, Visual Arts

University of Chicago | Chicago, IL | 2014