

# Erik Nacsa

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## PERSONAL STATEMENT

A creative and driven User Experience Design graduate with hands-on experience creating user flows, wireframes, and high-fidelity prototypes for web and mobile interfaces in Figma. I apply design thinking with strong UI and visual design skills to create accessible, intuitive, and visually engaging digital experiences. Passionate about balancing aesthetic appeal with functionality, I enjoy designing solutions that address real user needs and improve usability. I am seeking opportunities to contribute to collaborative teams delivering impactful, user-centred digital products while continuing to develop my skills.

## PROJECT EXPERIENCE

### BE THE LEAP

UX/UI Designer • College Project

Redesigned a website for a Berlin based design sprint agency to improve product communication and usability.

- Performed user interviews and competitor analysis to uncover key usability issues, user needs, and gaps in product messaging that informed design decisions.
- Translated research insights into redesigned user flows, wireframes, and low to high-fidelity prototypes in Figma to improve usability and product communication.
- Presented the redesigned website to the client, clearly justifying design decisions and improvements to usability and product messaging.

### SPOTIFY

UX/UI Designer • D&AD Competition

Explored ways to enhance the social listening experience within the Spotify app.

- Managed multiple concurrent projects while meeting all brief requirements and deadlines, using structured timelines to guide research, ideation and design execution.
- Conducted user and market research to identify opportunities for social interaction, generating and refining concepts through iterative ideation and exploration.
- Designed new social features aligned with Spotify's existing design system, producing high-fidelity prototype that integrated seamlessly with the current app experience.

### DISHOOM

UX/UI Designer • YCN Competition

Designed omnichannel loyalty scheme combining digital and in-restaurant experiences.

- Analysed target audience behaviours, brand positioning, and visual identity to ensure the loyalty experience aligned with Dishoom's storytelling and customer expectations.
- Evaluated hospitality loyalty programmes to identify best practices and opportunities.
- Designed end-to-end customer journeys throughout storyboards, user flows, wireframes, and prototypes, alongside mock-ups of physical collateral to demonstrate cohesive branding across digital and offline touchpoints.

## EDUCATION

### BSc User Experience Design with First Class Honours

Edinburgh Napier University  
May 2023

### HND User Experience Design

Edinburgh College  
October 2021

### NC Interactive Design

Edinburgh College  
September 2019

### Highers & Advanced Highers

The Royal High School of Edinburgh  
Class of 2018

## SKILLS

### HARD SKILLS

- **Research & Analysis:** User Interviews, Surveys, User Personas, User Journey Mapping, Storyboards, Competitive Analysis
- **Information Architecture:** User Flows, Card Sorting
- **Visual Design:** Wireframing, Prototyping, User Interface Designs, Responsive UI Design, Typography
- **User Testing & Evaluation:** Usability Testing, Heuristic Evaluation, Heatmaps
- **Tools:** Adobe Creative Suite (Illustrator, Photoshop, Premier Pro, After Effects, Lightroom), Figma, Miro, Webflow, Microsoft Forms

### SOFT SKILLS

- **Team Collaboration**
- **Time Management & Prioritisation**
- **Communication**
- **Problem-Solving**
- **Critical Thinking**

## WORK EXPERIENCE

### TESCO

Customer Assistant • October 2024 - Present

- Provide customer support in a fast-paced retail environment, resolving queries efficiently and professionally.
- Collaborate with team members to maintain store standards.
- Manage stock replenishment and product organisation with strong attention to detail.
- Adapt quickly to changing priorities during peak trading hours.
- Develop strong communication and problem-solving skills through direct customer interaction.

### PRIVATE CONTRACTOR

Multi-Skilled Tradesperson • February 2021 - August 2025

Worked alongside a private contractor on residential construction and renovation projects across Edinburgh, including his £1.7m property.

- Contributed to the development and renovation of approximately 25 residential properties.
- Delivered high-quality work across framing, plasterboarding, flooring, tiling, landscaping, and interior finishing.
- Took ownership of tasks independently while maintaining strong attention to detail.
- Collaborated with additional trades to ensure projects met design specifications and timelines.
- Adapted quickly to new technical skills across multiple areas of construction.

### WHSmith, Edinburgh Airport

Customer Assistant • September 2018 - July 2019

Worked in a high-volume airport retail environment, delivering efficient customer service within strict security and operational standards.

- Processed transactions and supported customers with self-checkouts to ensure smooth, accurate service.
- Maintained stock levels and organised product displays in a fast-paced setting.
- Contributed to store operations including opening/closing procedures and stock transfers across airport locations.
- Adhered to strict safety and security regulations within an airside retail environment.
- Independently worked in a smaller store location before security during assigned shifts.

## FREELANCE PROJECTS

### WEB & GRAPHIC DESIGN

Freelance Designer • January 2024 - Present

- Designing a website for a small whisky-tasting startup in Edinburgh, creating user-friendly layouts and visual identity aligned with brand goals.
- Produced marketing materials, including leaflets and flyers for small businesses.
- Collaborated directly with clients to understand goals, translate ideas into visual assets, and deliver high-quality, engaging designs.

### INFINITE CLOTHING BRAND

Founder & Designer • November 2020 - 2023

- Created a streetwear brand targeting DJs, skateboarders, and BMX riders, from concept to product.
- Designed logo, branding styles, hoodies, sticker packs, and graffiti-inspired art, ensuring cohesive visual identity.
- Managed marketing and sales via social media campaigns, small photoshoots, and word-of-mouth outreach.
- Applied audience research and creative design to engage target communities and build brand recognition.

### POSTER DESIGN & SOCIAL MEDIA

Freelance Designer • November 2020 - 2023

- Designed promotional posters, graphics, and short animations for DJs and music events.
- Developed consistent branding, visual styles, and social media content to engage target audiences.
- Applied principles of visual hierarchy, typography, and user engagement to maximise reach and impact.