# Ben Nicholson

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**Designer and engineer with 10+ years of experience working across UX/UI and code.**

I've built front-end apps used by millions, helped a startup raise $20M+ in VC funding, delivered work for Amazon, Cigna, and Alienware, and now build AI-powered internal tools for a film/TV prop house.

## Skills

**Design:** UX/UI Design, Wireframing & Prototyping, Design Systems, Visual Design, Branding & Identity, Illustration, Motion Graphics, Presentation Design, Figma, Framer, Adobe CC (Photoshop, Illustrator, After Effects, Premiere)

**Engineering:** JavaScript, HTML, CSS, React, Next.js, Angular, Node.js, PostgreSQL, Supabase, MongoDB, REST APIs, AWS, Git, Jira

**AI & Automation:** Google Gemini API, Anthropic Claude API, OpenAI API, AI Document Extraction, Chrome Extensions, Shopify

## Experience

### Gil & Roy Props | Internal Tools Designer & Sales Rep *2026 – Present*

- Leads digital transformation for a 100,000-sq-ft prop warehouse supporting **~$5M in annual film/TV sales** by building:
  - An AI product builder (Google Gemini Vision API) that batch-creates Shopify listings; **1,000+ props and counting**
  - A real-time order board (Next.js, Supabase) tracking **20+ daily orders** for a 12-person team, reducing missed pulls
  - A Chrome extension automating end-of-day reporting, **cutting daily close time by 75%** (1 hr ⟶ 15 min)
  - An account dashboard with AI document extraction, verifying insurance for **~800 clients in seconds vs. 10–15 min**

### Ben Nicholson Design | Designer / Developer *2020 – Present*

- Delivered **100+ design, web, and motion projects** for brands, nonprofits, and schools
- Designed the **Amazon Science booth at NeurIPS 2024 (19,000+ attendees)** and the **NRF 2025 keynote (40,000+ attendees)**
- Led product and UX for an FSA claims startup, taking it from concept to a user-tested React Native MVP in **4 months**
- Developed **20+ advocacy microsites**, including for StudentsFirstNY and the Lt. Governor of New York, with HTML, CSS, and JS

### CA Proposition 21 | Web and Graphics Designer *2020*

- Led branding for a **$30M statewide ballot initiative**, producing style guides and dozens of print and digital assets
- Directed live-streamed campaign events for **thousands of viewers**, managing setup, coordination, and real-time troubleshooting

### Brighter / Cigna | Software Engineering Senior Advisor *2016 – 2020*

- Engineered front-end Angular applications **used by millions**, helping a startup secure **$20M+ in VC funding** (pre-acquisition)
- Bridged design and engineering, converting complex desktop pages into responsive, mobile-first UI
- Shipped **hundreds of pages** and reusable component libraries to deadline alongside design, product, and engineering teams

### Dante Inc. | UX Designer *2013 – 2016*

- Created a design pipeline of wireframes, prototypes, and A/B testing to improve app usability and consistency
- Modernized UI and front-end architecture with AngularJS and Bootstrap
- Managed and mentored an associate designer while leading branding for a POS app across web, mobile, and print

## Education

**Hack Reactor** — Advanced Software Engineering Immersive Program *2025*

**James Madison University** — BA in English, Minor in Art, Cum Laude *2007*