

# Nicholas Pavkovic

nicholas@pavkovic.com | 415. 857. 2219. | design.pavkovic.com

In my three decades of experience as a design technologist, I have consistently united traditional design principles with cutting-edge technology. My career spans digital and print publication design, UX/UI design, and front-end web development projects. I excel in environments where creativity and technology intersect, often acting as a mediator between diverse stakeholders.

## CURRENT EMPLOYMENT

2018-present **LendingTree | Staff Software Engineer** | Charlotte, North Carolina

- ) Developed an AI chatbot for LendingTree business loans; implemented UI designs and a stripped-down design component system in React, drafted and refined the system prompt, knowledgebase and guardrails, active role in provisioning in AWS Bedrock via Terraform.
- ) Spearheaded front-end development for Spring, LendingTree's flagship financial application; influenced revenue strategies and ensured high-quality design with semantic, accessible HTML.
- ) Acted as the engineering liaison in the development of Grove, LendingTree's design system, enhancing design consistency across products through work with a variety of engineering teams.
- ) Developed and optimized a high-performance SEM landing page system using Eleventy that accommodates millions of monthly visits.
- ) Designed and built innovative in-house software solutions for tracking corporate priorities, visualizing employee career paths, and dynamic signage, streamlining internal operations.

VUE.JS   TYPESCRIPT   HTML/JS/CSS   FIREBASE

## SELECTED PAST PROJECTS

2016-2018 **Numi Tea | Wordpress Engineer** | Oakland, California

- ) Engineered the complete redesign of Numi Tea's brand site on Wordpress, integrating a product database and advanced SVG graphics. Transformed print and packaging designs into a responsive website.

WORDPRESS   HTML/JS/CSS   PHP

2012-2013 **Oracle | Visual Designer** | Redwood Shores, California

- ) Publication design and art direction for Oracle's print and online magazines, including Oracle Magazine, Profit, and Java Magazine.

ADOBE CREATIVE SUITE

2011-2018 **Terrace Software | UX/UI Designer/Coder** | San Francisco, California

- ) Led the rebranding and redesign of Terrace Software's website, developing typography standards, a color palette, and guidelines for the use of graphics and photography.
- ) Implemented, maintained and updated the site's HTML, Javascript and CSS to align with changing marketing objectives and major expansions.
- ) Helped to position the company; determined tone, wrote headlines and content.

ADOBE CREATIVE SUITE   HTML/CSS/JS

## SELECTED PAST PROJECTS, CONTINUED

- 2012      **Seedchange** | **UX/UI Designer/Coder** | San Francisco, California
- › Worked closely with founders of this angel-investor matching service on a branding package with a site design that addressed business requirements and fostered community engagement.
  - › Designed and developed the site's prototype, leveraging HTML, CSS, and Ruby on Rails to create an information-dense but user-friendly interface.
- ADOBE CREATIVE SUITE   HTML/CSS/JS   RUBY ON RAILS
- 2011      **Apple Computer** | **UI/UX Designer (contract)** | Cupertino, California
- › Created wireframes and high-fidelity interface sketches for the redesign of the marketing department's digital asset management system.
- ADOBE CREATIVE SUITE
- 2006-2009      **Big Sunday** | **UX/UI Designer/Coder** | Los Angeles, California
- › Developed and maintained the website for Big Sunday, a prominent Los Angeles nonprofit, ensuring it communicated the organization's mission and facilitated sponsorship and community engagement.
- ADOBE CREATIVE SUITE   HTML/CSS/JS   JQUERY
- 2003-2012      **UCLA Department of Communications** | **Publication Designer** | Los Angeles, California
- › Provided art direction and design for the UCLA alumni magazine and various corporate graphic design projects, including collateral materials and signage.
  - › Produced the Annual Report of the UCLA endowment, developing its typography and infographics standards.
- ADOBE CREATIVE SUITE
- 2000-2001      **Time-Warner Publishing** | **Workflow Analyst** | New York, New York
- › Analyzed publishing workflows across the organization and served as an in-house consultant for the advanced technology group.
  - › Facilitated the development of an InDesign-based publishing platform in collaboration with Adobe Systems.
  - › Developed InDesign templates for major publications such as Entertainment Weekly and Fortune Magazine, streamlining the production process.
- ADOBE CREATIVE SUITE
- 1994-1997      **Ziff-Davis Verlag** | **Creative Director** | Munich, Germany
- › Directed all aspects of art direction and publication design for Ziff-Davis Verlag, overseeing a team of twelve and producing industry-leading computer magazines.
  - › Played a key role in the creation of pl@net, an innovative internet culture magazine, from concept to launch.
- QUARK XPRESS   ADOBE PHOTOSHOP   ADOBE ILLUSTRATOR

**SKILLS**      **Design:** Figma, Adobe Creative Suite  
**Web/Programming:** HTML, CSS, Javascript, Typescript, Vue JS, Firebase, Eleventy

**EDUCATION**      B.A., Mathematics, University of Chicago, 1983  
Certificate, Film Scoring, UCLA, 2007  
M.M., Music Composition, San Francisco Conservatory of Music, 2011