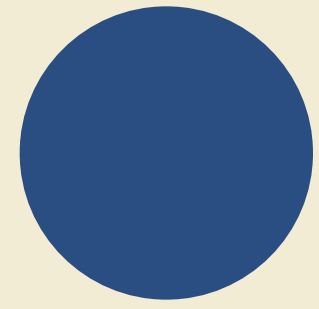
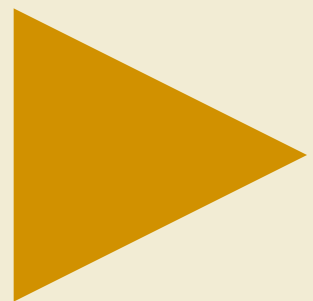




Nanichi Betancourt

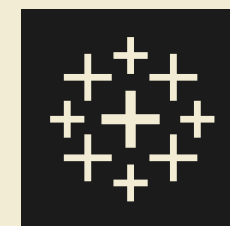
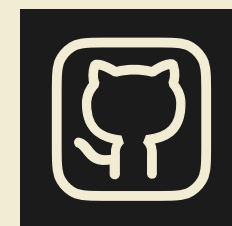
Designer & Data Storyteller



Who I am

Strategic Designer with 12+ years of cross sector experience delivering purpose-driven design solutions across nonprofit, education, and media organizations. Specialized in accessibility, data storytelling, and visual systems that scale across print and web.

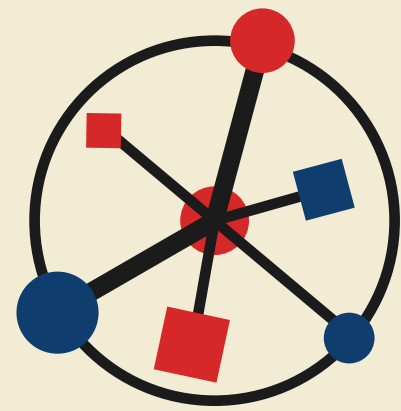
Core Tools



“Nanichi” is a powerful word – it means “my heart”

in Taíno, an Indigenous language of the Caribbean. That emotional, cultural, and creative center — drives everything I design.





Collaboration

Fostering teamwork
for successful outcomes.



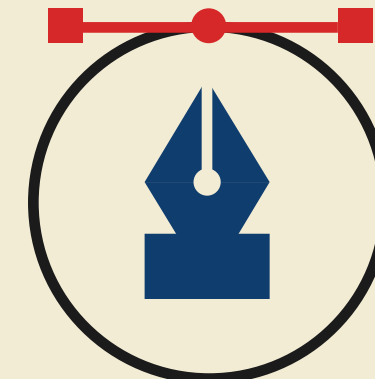
Brand Research

Translating audience
insight into visual strategy.



User Experience

Crafting digital systems that
feel intuitive and inclusive



Product Design

Shaping digital and
physical touchpoints.



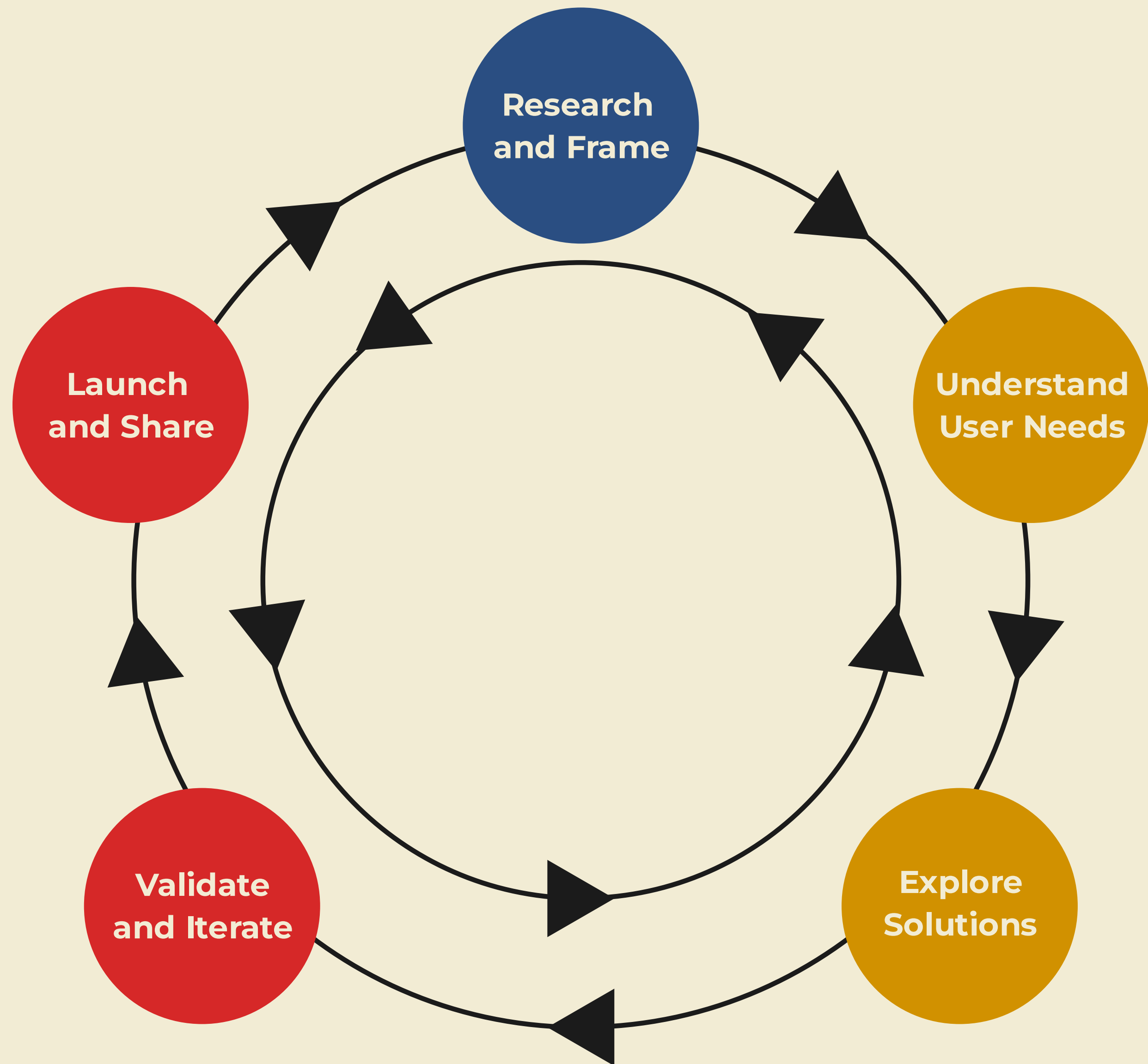
Data Visualization

Transforming data
into impactful visuals.

Core Skills



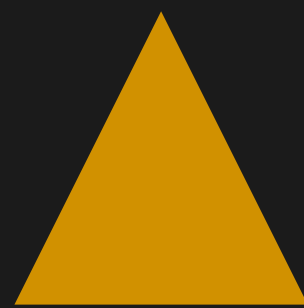
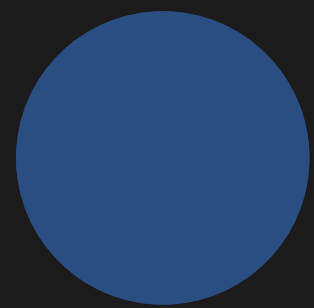
Design Process



- Discovery
- Empathy & Ideation
- Test & Delivery



Design Solutions



ADL Report Brand System

Building a unified visual system for consistent, accessible data storytelling across annual reports.

The ADL Data Audit highlighted opportunities to streamline data communication and strengthen collaboration across teams. The initiative emphasized clear storytelling, consistent visual reporting methods, and continuous user feedback. These refinements increased engagement and confidence in the data while improving clarity, accessibility, and alignment across annual publications.

Audit 2021

Audit 2022

Audit 2023

Audit 2024

Context

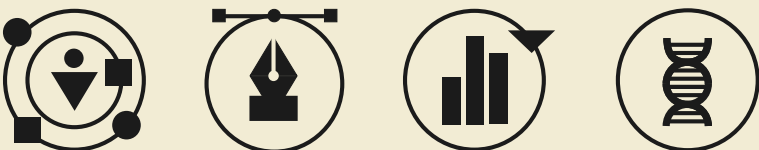
Partnered with ADL’s research, marketing, and communications teams to unify annual visualization styles and streamline report production.

Role

Led user research supporting visual systems, data visualization, and report design. Conducted A/B testing and aligned production across web and PDF.

Impact

Reduced report development time by 30% through new workflows. Integrated emerging tools and improved brand consistency across print and digital.

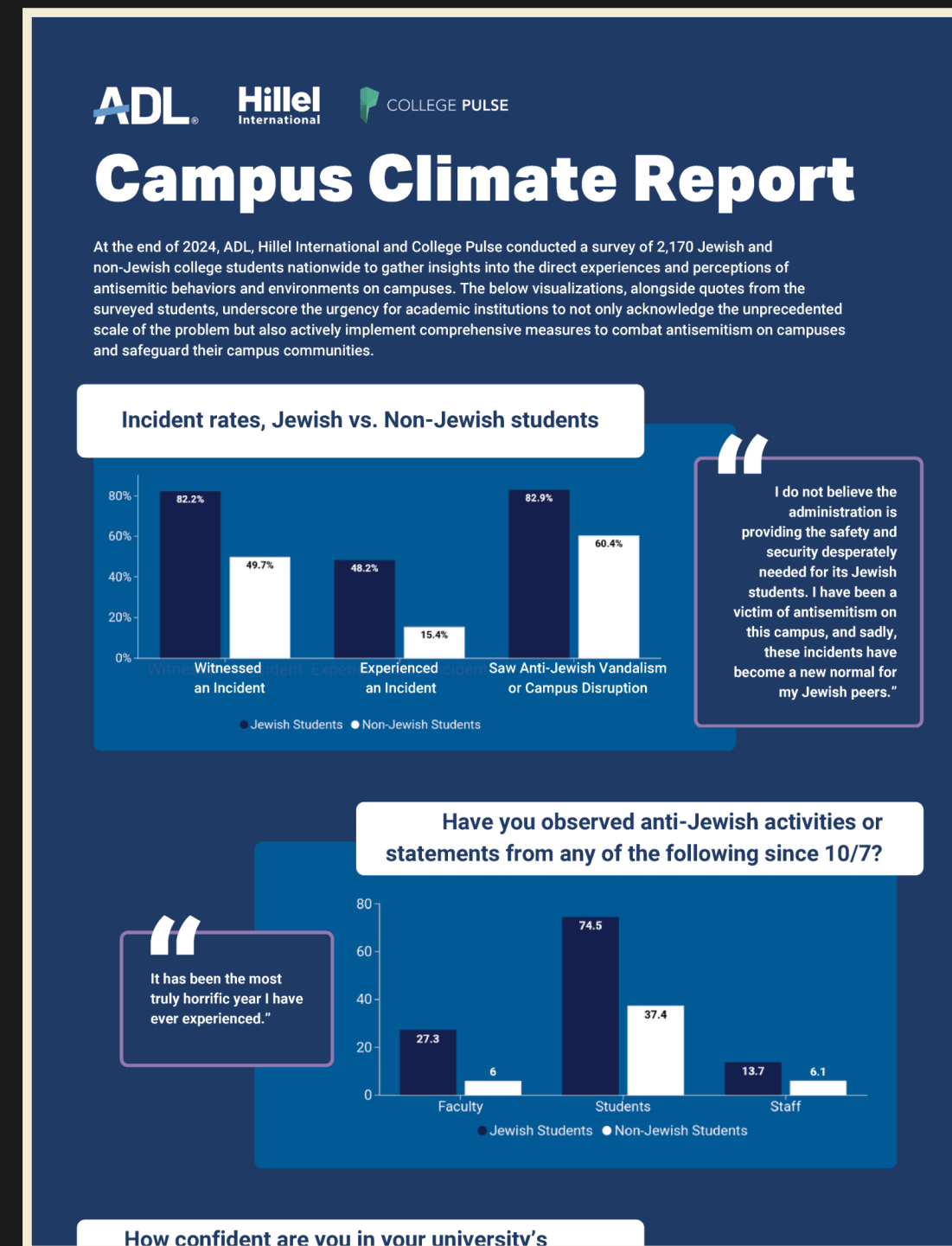


Reports and Data Visualizations



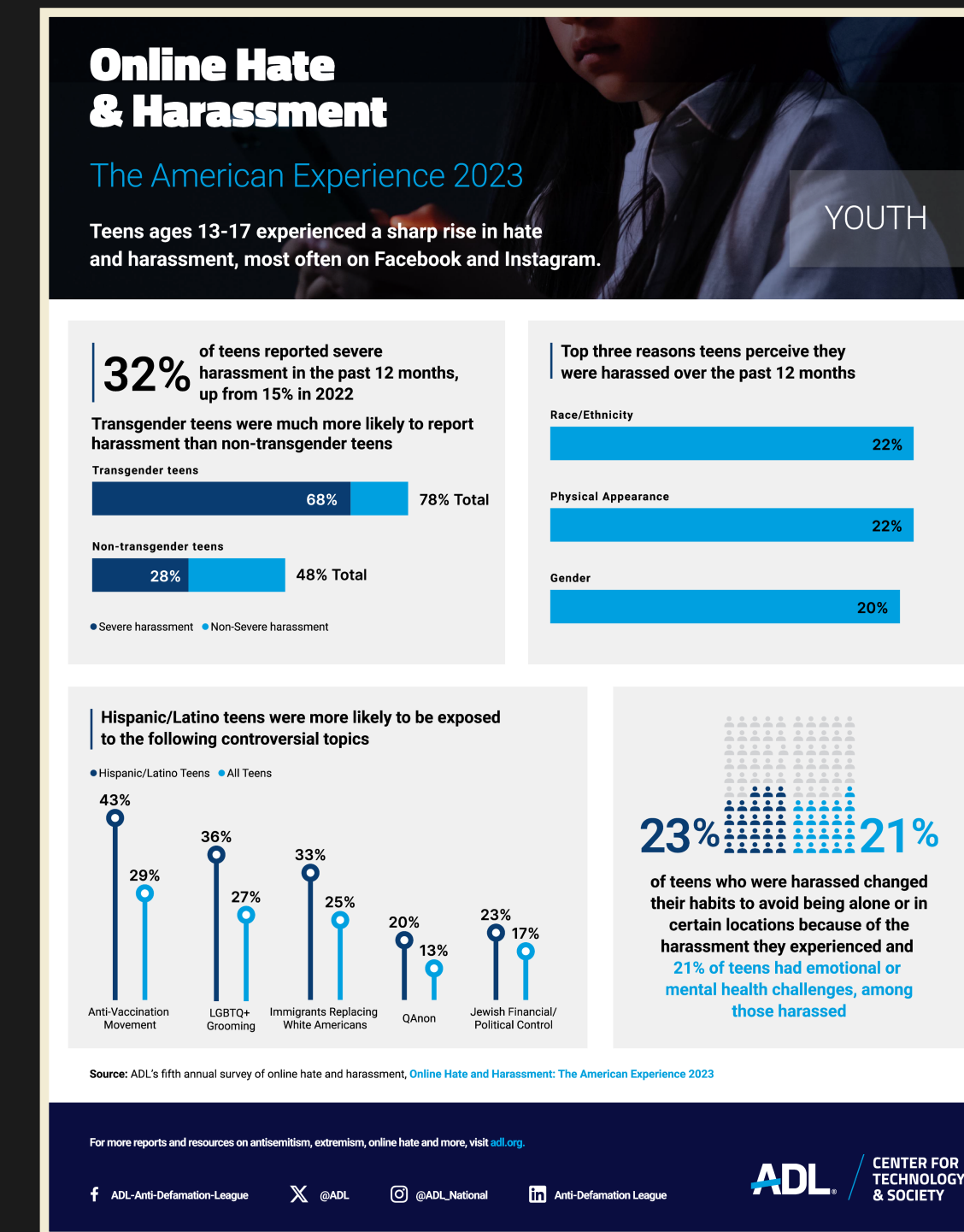
ADL Audit of Antisemitic Incidents

Designed report identity, web and PDF templates for rapid annual release.



Campus Climate Report

Designed data-driven layouts and visual system for accessible storytelling and annual reporting.



Online Hate & Harassment

Designed infographic layouts and visuals for annual youth data reports.





Addressing Gender Equity

Concerned that far too many New Yorkers continue to face discrimination because of their gender, Mayor de Blasio established the Commission on Gender Equity (CGE) in June 2015 to address issues of inequity and discrimination facing girls, women, and transgender and gender non-conforming persons regardless of ability, age, ethnicity/race, faith, gender expression, immigrant status, sexual orientation, and socioeconomic status.

[Learn More About CGE](#)

EVENT

Show Up for Gender Equity

CGE has launched its Show Up for Gender Equity campaign and we are calling on all New Yorkers to get involved.

[Learn More](#)



Coronavirus Disease (COVID-19)



Stay Home to Stop the Spread of Coronavirus



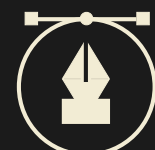
Plan for Your Child in Case You Get Sick

Commission on Gender Equity

Website Redesign for NYC Commission on Gender Equity (Columbia UX/UI Bootcamp)

Redesigned the NYC Commission on Gender Equity website to improve accessibility and navigation. Led user research, interviews, and interface updates guided by inclusive design principles and legal compliances.

- Defined project scope to enhance public access and content clarity
- Benchmarked NYC.gov standards to ensure visual and linguistic consistency
- Collaborated on responsive, WCAG-compliant interface layouts



Heuristic Evaluation

Appearance / Aesthetics

	3	2	1
Primary goal or purpose is clear			x
Clean, simple design			x
Pleasing color scheme		x	
Appropriate use of white space			x
Consistent design			x
Text and colors are consistent		x	
Icons are universally understood			x
Images are meaningful and serve a purpose			x

Content

	3	2	1
Easy to scan			x
Minimal text/information presented			x
Clear terminology; no jargon	x		
Links are clear and follow conventions	x		
Help is available on every page		x	
Important content is above the fold			x
Search box is easy to identify and easy to use	x		

Usability Testing

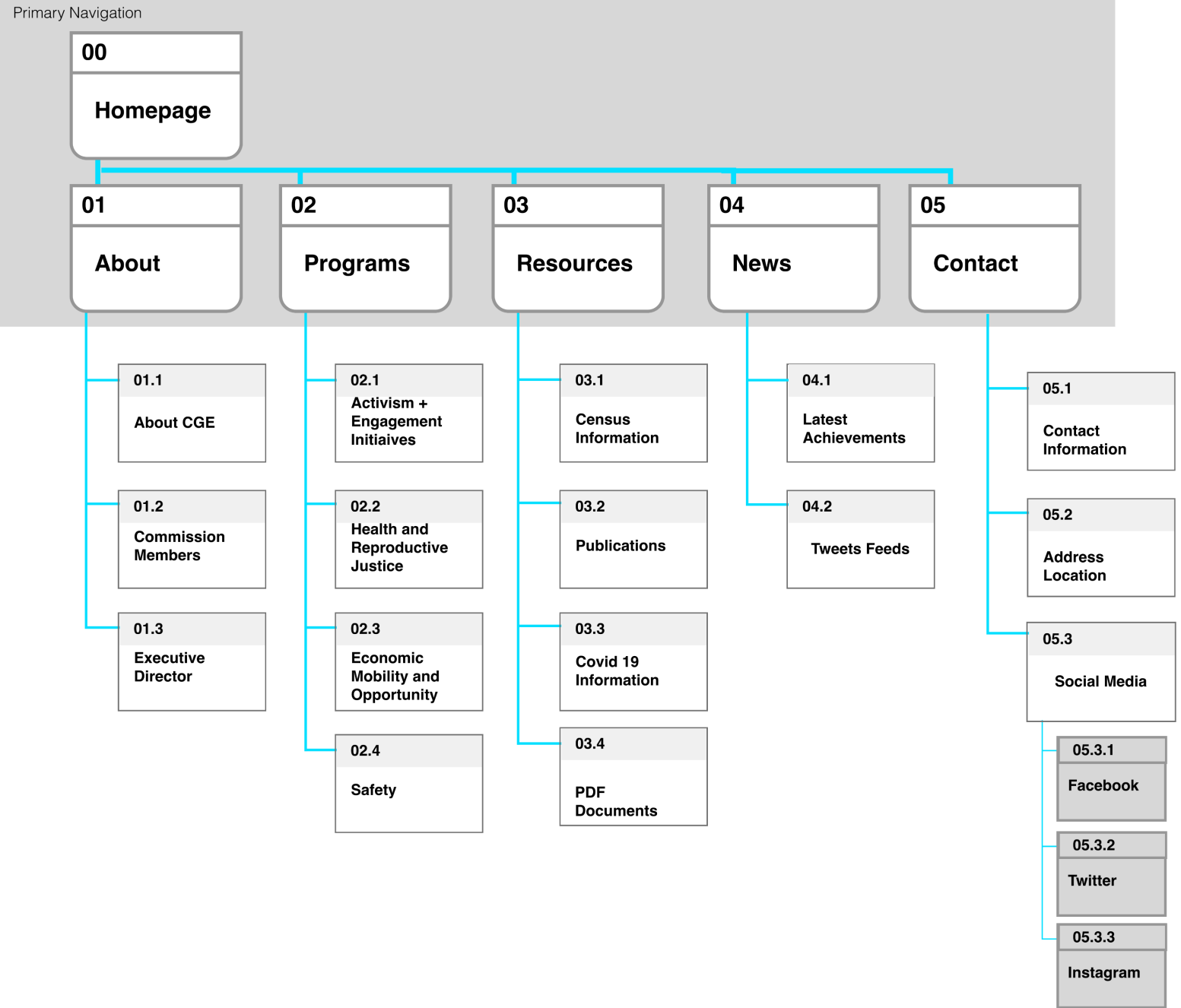
We want our users to have the easiest accessibility to explore the site, donate, and learn more about The Commission on Gender Equity and its work.

"Too Wordy, its annoying, but Siglas should be complete. Also, should be aimed for other crowds and not just females."

"Eliminate the banner on top and display better content for a landing area. Color palette throws me off, especially with the subject gender + pink."

"It was hard to find social media - they are not displaying instagram even though they have a page."

"They are using google translate and its automatically fed through google. But it's may not be culturally adapted to the language. And the reports are not translated."



Branding

Color Palette Throws People Off About Commision Intent - Pink Seems To Be The Issue

Ease Of Use

Significant issue of data distribution.

Home

Hero image should talk more about CGE and its purpose.

Key Research Findings

Redline Annotation

- 01

UI Design Patterns

Main Nav is mostly easy to understand.

Header & Footer have a good contrast
- 01

Design Recommendations

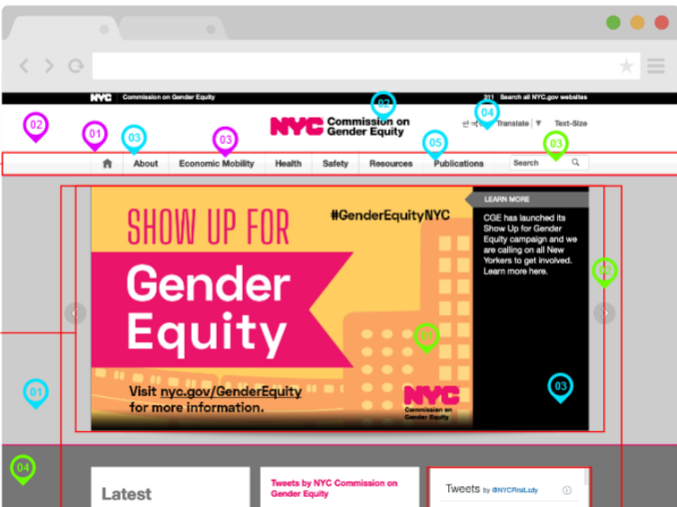
a clean design and maybe a change of color palette

Move logo to the upper-left corner of the header and Locate the main navigation bar to the top. Avoid putting any graphical treatment
- 01

Web Accessibility Recommendations

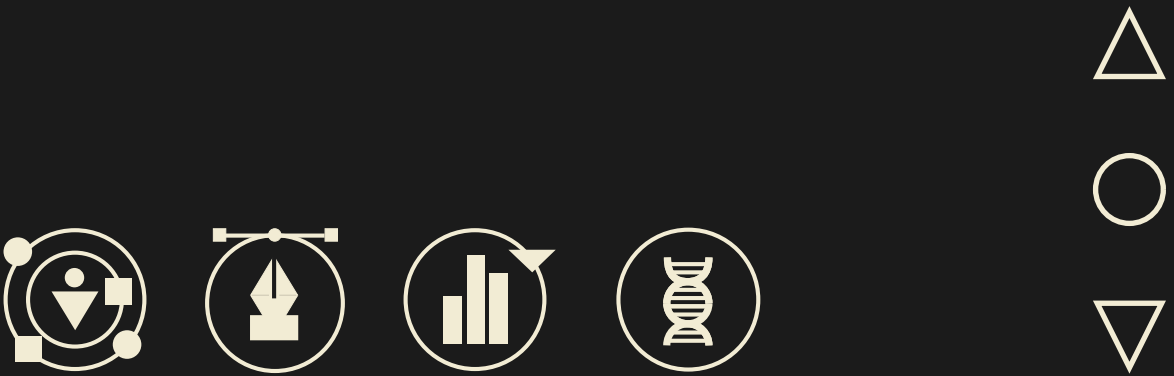
Images should have an alternative text description

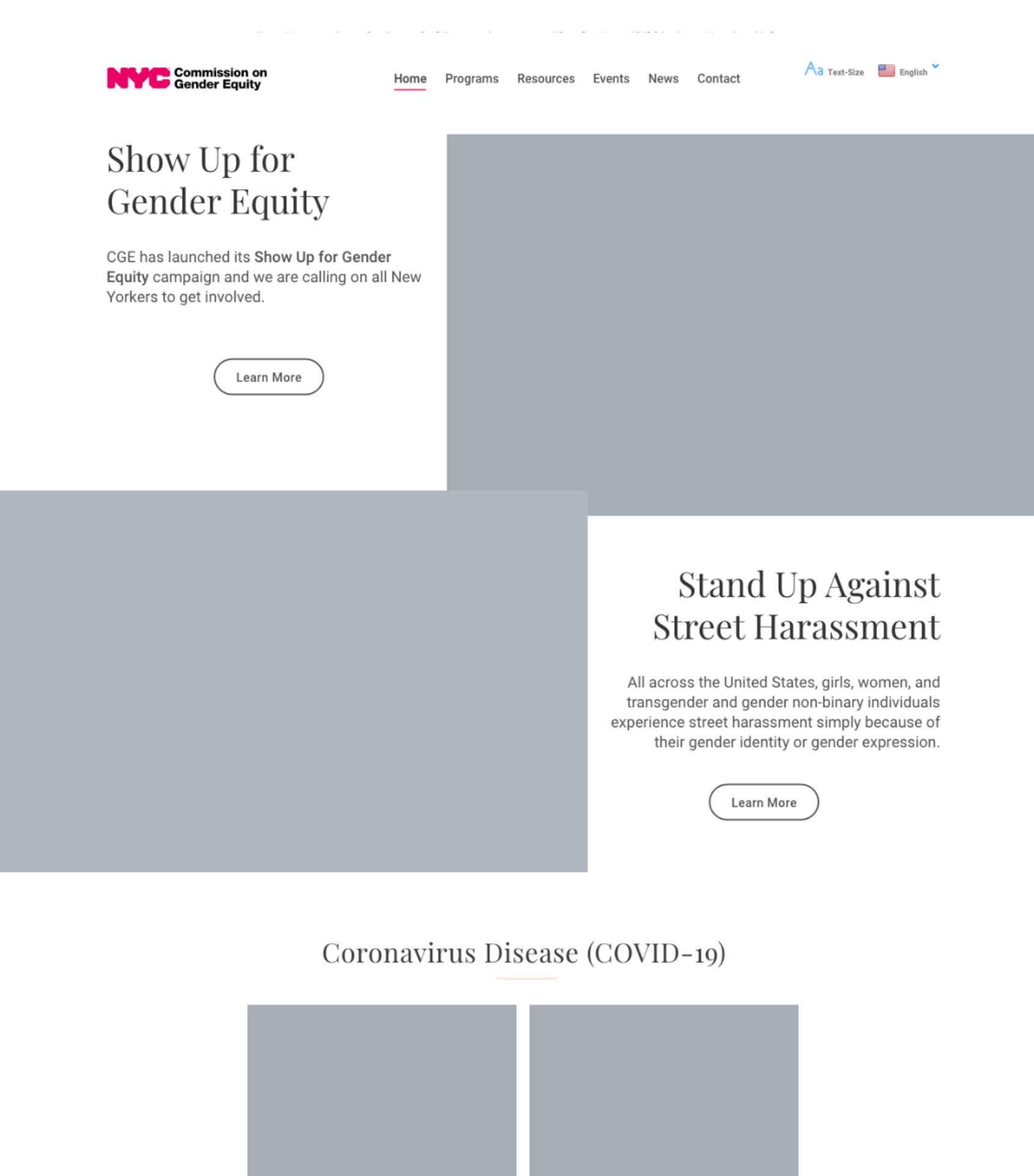
Carousels should be labeled accordingly and be presented as landmarks



Empathy & Ideation

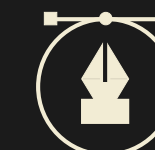
Conducted heuristic reviews, usability testing, and sitemap analysis. Identified pain points in discoverability, clarity, and visual hierarchy.



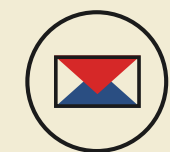


Solution and Outcome

Developed a responsive redesign with improved navigation, visual consistency, and accessibility. The prototype aligned with NYC.gov standards and increased task completion rates.



Let's Connect

 hello@nanichi.design  /in/nanichidesign

 (518) 291-8951  @nanichi.design

! Web portfolio under redesign — nanichi.design

