

Nanichi Betancourt

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Brand and Visual Designer | UX/UI | Web | Branding | Interactive Storytelling

Strategic and versatile Visual Designer with 12+ years of cross-sector experience delivering purpose-driven design solutions across nonprofit, education, and media organizations.

Adept at transforming complex information into accessible, human-centered visual narratives that support equity, advocacy, and impact. Resourceful in leading end-to-end design initiatives from user research and wireframing to prototyping and final delivery across digital, print, and interactive platforms. Known for aligning design with stakeholder needs, inclusive design standards, and mission-driven goals. Highly collaborative, culturally responsive, and committed to creating design systems that advance social change and community engagement.

Areas of Expertise

Design Tools & Technologies:	Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, XD), Figma, Canva, Flourish, Tableau, Visual Studio Code, GitHub, Office Suite, Drupal, WordPress, Squarespace
UX/UI & Web Development:	Wireframing, Prototyping, Interactive and Responsive Web Design, Accessibility (WCAG), Mobile-First Design, Web Publishing, Email Design, HTML, CSS
Data & Visualization:	Data Storytelling, Dashboard Design, Visual Analytics, Interactive Data Visualization, Branding Systems, Typography Hierarchy, Color Theory, Layout Design
Project Tools & Collaboration:	Asana, Trello, Slack, Google Workspace, Microsoft Office Suite, Miro, Zoom, Git (basic)
Languages & Coding:	HTML5, CSS3, Basic JavaScript, SQL (Foundational) English, Spanish
Core Competencies:	User Interface & Experience Design Data Visualization & Visual Storytelling Cross-Platform Branding Accessibility-First UI Prototyping in Figma Interactive Dashboards Creative Direction for Advocacy & Education Visual Identity Development Email Campaign Design Interactive Media Cross-Functional Team Collaboration Design Systems & Asset Libraries Client Presentation & Workshop Facilitation Cultural & Social Impact Communication

Freelance Experience

Visual & UX Designer | Self-Employed | New York City Metropolitan Area & Remote

Jan 2015 – Present

Collaborate with clients across industries to design user-centric digital products, websites, and branding assets tailored to business goals and user needs. Conduct user research, create wireframes, mockups, and interactive prototypes to support effective UX design workflows. Deliver responsive visual designs that align with brand guidelines, accessibility standards, and modern design trends. Manage full project lifecycle from discovery to delivery, including timelines, feedback loops, and stakeholder communication.

- Delivered websites, brand systems, and marketing assets for 30+ clients.
- Engineered mobile-first UI/UX prototypes for educational tools and community dashboards.
- Established scalable visual systems and toolkits to ensure brand consistency and engagement.
- Optimized digital products by applying WCAG standards and UX best practices.
- Facilitated design workshops to drive alignment across cross-functional teams.
- Spearheaded the design and launch of Gasco Industrial's bilingual website with modern UI and intuitive architecture.

Professional Experience

Digital Designer | Anti-Defamation League (ADL) | New York, NY

Jul 2021 – Jul 2025

Spearheaded the creation of digital assets for national advocacy campaigns in close collaboration with cross-functional teams to amplify ADL's mission across web, email, and social platforms. Crafted mission-aligned visual identities and templates to unify branding across digital touchpoints and drive audience recognition. Translated complex policy and educational content into compelling visual narratives, including infographics and data visualizations aimed at boosting engagement and comprehension. Produced high-impact interactive media to elevate storytelling and enhance user experience across digital campaigns.

- Produced 50+ branded templates and visual assets adopted across national and regional audit reports, resulting in elevating consistency and visual impact.

- Modernized workflows and cut 40% production timeline by engineering modular design systems and reusable components.
- Coded HTML/CSS-enhanced visuals for integration into Flourish dashboards and interactive data visualizations, enabling more dynamic storytelling.
- Partnered with Research, Marketing, and Policy teams to distil complex reports into audience-ready visual narratives.
- Advanced web accessibility by contributing inclusive design enhancements across ADL's digital platforms.

Graphic Designer (Production) | Meridian Furniture | Brooklyn, NY

Apr 2019 – Jan 2021

Directed end-to-end creative production for digital marketing, print catalogues, and eCommerce platforms, ensuring timely delivery and brand consistency. Designed and formatted high-volume product catalogs, packaging, and sales collateral for print and digital distribution to ensure brand consistency across all touchpoints. Prepared production-ready artwork by managing image retouching, layout precision, and print specifications to meet tight vendor and press deadlines.

- Designed and launched the 2019 full product catalogue in web and print formats, supporting national sales and outreach.
- Drove product visibility and engagement by executing storefront UI elements and email marketing campaigns for Amazon.
- Refined brand identity / customer trust by retaining cohesive visual branding across all online platforms.

Branding Graphic Designer | Gustos Coffee Company | Guaynabo, PR

Sep 2016 – May 2018

Conceptualized and executed brand-aligned visual assets for packaging, in-store displays, and promotional campaigns to ensure a consistent and recognizable brand identity across all touchpoints. Collaborated with marketing and product development teams to design materials that supported seasonal launches, retail expansion, and customer engagement initiatives. Managed print production and vendor communications to ensure high-quality output for product packaging, signage, and marketing collateral.

- Revitalized company's visual identity by developing cohesive brand assets across packaging, print collateral, and digital platforms.
- Launched multi-channel campaigns to boost brand visibility and customer engagement.

In-House Creative | B&C Properties | San Juan, PR

Jan 2013 – Sep 2016

Designed and executed marketing collateral—including brochures, signage, and digital ads—to support property sales and leasing initiatives. Retained brand consistency across all visual communications in line with company standards and client expectations. Coordinated with marketing and property management teams to develop creative assets for print and digital campaigns targeting prospective tenants and investors.

- Promoted from Office Clerk to lead the development of visual communication systems supporting external/internal branding and staff engagement.
- Drafted marketing signage, print collateral, and internal communication materials that enhanced workplace navigation and information sharing.

Career Note

- **Photographer | ADL, Walt Disney World & Condado Magazine:** Captured high-quality editorial and event photography for storytelling and branded experiences; proactively engaged guests and clients to deliver compelling visual content.
- **Marketing Graphic Design Intern | Wawrzy LLC:** Designed branded web and email content using Mailchimp and Adobe Suite. Executed visual strategies for product photography and social media marketing.
- **Museum Docent | Museo de Arte de Puerto Rico:** Led educational tours and developed interactive activities to foster art appreciation among students and families.
- **Freelance Graphic Designer | Santillana USA:** Supported the digital adaptation of printed educational materials (Pre-K to 12) into interactive learning content. Participated in UI/UX and information architecture for an educational application.

Education & Certifications

- **Bachelor of Fine Arts (BFA) Image & Movement** | Escuela de Artes Plásticas de Puerto Rico | Specialized in visual communication, multimedia, and motion-based storytelling through design.
- **UX/UI Design Bootcamp** | Columbia University | New York, NY | Intensive program focused on user-centered design, interaction design, usability testing, and responsive web design using tools such as XD, Figma, HTML/CSS, and JavaScript.
- **Certificate in Data Visualization, Parsons School of Design** | New York, NY | Coursework covers advanced techniques in data storytelling, visual analytics, and dashboard design using platforms like Flourish, Tableau, Power BI, and Canva.
- **CSS Fundamentals** | freeCodeCamp - Independent Coursework
- **Data Visualization** with Infogram, Flourish & Canva – Independent Study