NIKI NICHOLS
Product Design
Leader

CONTACT:

www.nikinichols.com

niki@nikinichols.com

linkedin.com/in/nikinichols

SUMMARY:

15+ yrs UX/UI Design.

Leadership.

Design Thinking.

Rapid Prototyping.

Wire-framing.

User Research & Analytics.

Business Research.

Requirements Gathering.

Business + Design + Eng. Collaboration.

TECHNICAL SKILLS:

Sketch. Figma.

Adobe Creative Suite.

InVision.

Heap. Pendo.

HTML.CSS. JavaScript.

React. Angular.

HEAD OF PRODUCT DESIGN
NopSec . CYBERSECURITY. Brooklyn, NY . 2018-2023
www.nopsec.com

Launched a "gangbusters" cybersecurity platform that gives executives full-stack view of their risk.

The Unified VRM platform enables cybersecurity teams to make data-driven decisions by allowing executives and analysts to quickly navigate complex security data, including creating metrics dashboards, tracking risk trends and drilling into vulnerability-level data. As Head of Product Design I successfully designed a SaaS platform that could visualize actionable insights out of a machine learning algorithm.

SUCCESS METRICS:

- Designed the features that won the biggest deals in company history

- Increased product revenue and user-ship by 300%

- Grew the platform from MVP to enterprise ready, including launching the initial MVP within 6 months

- Designed and launched 10+ features and 3 platform overhauls

RESPONSIBILITIES:

- Established industry-standard design and product management practices.

- Aligned the business, design and engineering teams on collective goals and success criteria.

- Maintained a highly collaborative and agile culture between business, engineering, design and marketing teams.

- Led the product creative vision, including roadmaps, vision documents, product architecture and data-driven success metrics.

- Employed classic design processes as a leader and individual contributor: user journeys, ideation sketching, wire-framing, prototyping, final mockups, etc.

- Developed quantitative and qualitative feedback loops, including user interviews and usage analytics.

- Established and maintained the brand and product design systems.

- Scaled the team, including hiring, managing and mentoring junior designers.

PRINCIPAL UX/UI DESIGNER / FOUNDING DESIGNER
dv01 . FINTECH . New York, NY . 2016-2018
www.dv01.co

Spearheaded the startup's fledgling product + design teams and designed the UX/UI for the financial securities platform.

Dubbed the "Ferrari" of the industry, the dv01 SaaS platform enables analysts to slice and dice and visualize their huge data in ways they never could before (literally - Excel could not open the huge data files). As Principal UX/UI Designer, I built and launched the web app from scratch, using prototypes and feedback to validate the business use cases at every step.

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SUCCESS METRICS:

- Designed the $183MM platform from initial ideation to enterprise ready

- Doubled the number of unique users in the first 2 years

- Increased client organizations on platform by 2.5x

- Launched the enterprise-ready platform from 0 to 1, with 2 platform overhauls and 5+ new features

RESPONSIBILITIES:

- Founded the design practices, such as iterative design processes, feedback loops and design thinking.

- Created all UX/UI documentation: design systems, feature strategies, roadmaps, wireframes, sketches, mockups, specs, prototypes, etc.

- Conducted industry/user research and presented it to the wider team.

- Led cross-team progress and collaboration meetings, including presenting designs to executive stakeholders.

- Grew the design team, including hiring, mentoring and on-boarding new designers.

PRODUCT DESIGNER / PROJECT TEAM LEAD
NASDAQ . FINANCE . New York, NY . 2013- 2016
Director'sDesk, GlobeNewsWire & IRInsight

- Designed and managed the end to end UX/UI process for the suite of corporate services products.

- Helped establish the atomic design system, dubbed "NDAQ Mosaic", including reusable components, experience patterns and platform architecture.

- Led and contributed to the end-to-end design process, following the classic design thinking practices.

- Individual contributor for interactive prototyping, wireframes, user journeys, iterative design assets, etc.

- Led design workshops and communicated the resulting concepts and roadmaps with internal and external teams.

- Validated designs through user testing and research.

- Managed the project team members and mentored junior designers.

USER INTERFACE DESIGNER
WeddingWire (TheKnot) . COMMERCE . Washington, DC . 2013
www.weddingwire.com & www.projectwedding.com

- UI design for the online consumer marketplace.

- Collaborated with the interdisciplinary departments and stakeholders to produce responsive mockups and production-ready artwork.

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- Designed marketing materials, including social media banners, presentation graphics, pop-up websites and swag materials.

WEB DESIGNER
TMG Custom Media (now Manifest) . CONTENT PUBLISHING.
Washington, DC . 2008 . www.manifest.com

- Launched a new brand and corporate website for the market leader

- Created a new visual identity, design system and architecture for the corporation's relaunch.

- Collaborated with the founders, the marketing team and developers to design a scalable UX that could articulate the new vision.

SENIOR DIGITAL DESIGNER
OmniStudio . AGENCY . Washington, DC . 2007-2013
Clients: Sewal-Belmont House and Museum, American Speech-Language Hearing Association, youthrules.gov, GSA SmartPay, American Youth Policy Forum, Rennert Language School & more

- Created scalable designs for non-profit and government agencies.

- Designed customized content management systems with Wordpress that could scale to each client's evolving needs.

- Worked directly with clients from discovery to delivery, including designing UX assets, creating their on-brand design systems and client pitches.

- Supported engineering with the front end coding.

- Managed junior designers and scaled the digital design team.

DESIGNER AND FOUNDER

N Design . DESIGN. Washington, DC . 2005-2008
Clients: Tabaq Restaurant, Town Restaurant, L2 Lounge, Leopold's Restaurant, IGP Associates, Recession Rags, ONPAR English Assessment, Bridget Eversole-Sporano, TMG Media & more Designing a brand vision for small businesses
Designed and developed marketing websites for small businesses to give them a distinctive identity in the burgeoning world of the internet age. Collaborated directly with business owners to understand expectations, scope and content for each site.

Other Experience:

BUSINESS OWNER AND MANAGER
CO2 Cafe and Soda Bar, 2011-2012
Opened a restaurant and home-made soda bar in a 100 year old building the we renovated and transformed into a hip new hangout.

Duties: developed business plan, negotiated contracts, managed renovation, designed the interior and managed employees.

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CULTURAL IMMERSION PROGRAM FOUNDER:
American University International Student Center, 2003-2005.

Developed an immersive cultural engagement program for exchange students that is still running today. Students participated in events ranging from trips to Amish country, state fairs, LGBT inclusion seminars, salsa dancing, and Super Bowl parties that introduced them to the diverse American culture.

Duties: developing and pitching the initial concept to University committees, planning events, researching community events, marketing each event, creating a brand identity and scaling the program to reach more students.

MISSIONARY / ENGLISH TEACHER / TRAINER:
LDS Budapest Hungary Mission, 2000-2002.

Volunteer service in Hungary, where I helped build the community by forging relations, learning the language and leading a growing church community.

Duties: organized community outreach and volunteer work, wrote lessons, managed and trained junior missionaries and taught English.

Education:

AMERICAN UNIVERSITY
Washington, DC . Class of 2005
BA Multimedia Design and Development
3.8 GPA | Dean's List | AU Dean's Scholarship Recipient