

# NIKI NICHOLS

Product Design Lead

[www.nikinichols.com](http://www.nikinichols.com)

## CONTACT:

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## SUMMARY:

Management/Team Lead.

UX/UI Design.

Human Centered Design.

Visual Design.

User Research & Testing.

Prototyping

Frontend Development.

## TECHNICAL SKILLS:

Illustrator.

Photoshop.

Sketch.

Adobe XD.

Axure.

Balsamiq.

HTML.

CSS.

Javascript.

## PRINCIPAL UX/UI DESIGNER

dv01 . New York, NY . 2016-current

[www.dv01.co](http://www.dv01.co)

Spearheading the startup's fledgling product and design teams and designing the UX/UI for the fintech app.

Developing and implementing the growing product team's creative process. Managing and on-boarding designers. Conducting industry/user research and presenting it to the wider team. Collaborating on product feature strategies and roadmaps. Leading cross-team progress and collaboration meetings. Presenting designs to executive stakeholders. Creating all UX/UI documentation, wireframes, style guides, sketches, mockups, specs, prototypes, etc.

## PRODUCT DESIGNER / PROJECT TEAM LEAD

NASDAQ . New York, NY . 2013- 2016

Director's Desk NextGen & IR Insight

Designed and managed the end to end UX/UI process for multiple corporate financial services products.

Led design workshops and communicated the resulting concepts and roadmaps with internal and external teams. Engineered and designed interactive product prototypes for use in user feedback and as iterative deliverables to the engineering teams. Validated designs through user testing and research. Managed the project team members and mentored junior designers.

## USER INTERFACE DESIGNER

WeddingWire . Washington, DC . 2013

[www.weddingwire.com](http://www.weddingwire.com) & [www.projectwedding.com](http://www.projectwedding.com)

Designed UI components, graphics and page layouts for the online consumer marketplace.

Collaborated with the interdisciplinary departments and stakeholders to produce high-res mockups and production-ready artwork. Created responsive versions of designs for all device types. Designed illustrations for corporate and marketing materials.

## SENIOR WEB DESIGNER

OmniStudio . Washington , DC . 2008-2011

[www.omnistudio.com](http://www.omnistudio.com)

Led the agency's digital design team for public sector, non-profit and government agency projects.

Produced high-res design comps and developed them into live HTML prototypes, emails and marketing components. Created wireframes, sitemaps, information architecture and workflows for websites and mobile applications. Presented design strategies to clients and fielded their feedback. Managed the design team, including on-boarding new team members, monitoring progress and implementing new design processes.

## Other Experience:

**BUSINESS OWNER AND MANAGER:** CO2 Cafe and Soda Bar, 2011-2012

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

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

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