

# PATRICK R NICHOLAS

UX | VISUAL | PRODUCT DESIGNER

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## EXPERIENCE

### NAAS, LLC — Owner & Creative Lead

FEBRUARY 2024 - CURRENT

Individual contributor showcasing design as a business value across web/native app ecosystems increasing revenue and building design standards for organizations.

### VML — Lead UX Designer (IC)

AUGUST 2024 - CURRENT

Actively leading design for two different PODs in an Agile SaFE working environment

Design coaching/mentoring around UX, UI, User Research and best practices across three teams

Managing product owner and stakeholder expectations, goals, and outcomes through strategic alignment sessions to drive customer satisfaction across digital web experiences

### DUBCLUB — Lead Product Designer (IC)

JULY 2024 - AUGUST 2024

Zero to One product design for a B2B2C Series A Funded Start-Up

Proposed and implemented a new design system, UX architecture (web/native apps) for customer facing experiences (B2C), that directly coincided with new B2B features that optimized Figma to VSCode production pipeline

Developed design to engineering implementation roadmap for next fiscal year

### Audible, Remote — Lead Product Designer

MAY 2023 - JANUARY 2024

Increased accuracy for backend logic for tag/content structure pipelines, strategically enhancing front-end user experiences. Focused on fostering frictionless and seamless discovery for customers in alignment with overarching strategic goals.

Implemented iterative UX enhancements to Author & Series pages while ensuring holistic consistency aligning the overarching North Star vision for Entity level pages.

Extracted data-driven insights to develop targeted UX testing environments aimed at optimizing cognitive understanding, readability, and decision-making processes for purchasing Audiobooks.

### Walgreens, Remote — Senior Product Designer

OCTOBER 2022 - JANUARY 2023

Elevated Walgreens product card designs, significantly enhancing user engagement, comprehension, and refining the shopping experience.

Amplified user engagement and comprehension through refined product card designs, optimizing the shopping journey for Walgreens customers.

Spearheaded the development of comprehensive interaction and user experience models for an evolving design system across Web, Mobile, and iOS platforms, serving as pivotal functional components for both designers and developers.

### Expedia Group, Remote — User Experience Designer II

APRIL 2022 - SEPTEMBER 2023

Improved the check-out experience by orchestrating end-to-end user flow assessments, optimizing payment methods, user data acquisition, and interface design through rapid prototyping and iterative feedback loops with stakeholders.

Enhanced check-out processes by conducting comprehensive end-to-end user flow evaluations, refining payment methods, user data acquisition, and UI elements through agile prototyping and iterative stakeholder feedback.

## DESIGN

Competitive Analysis  
Journey Mapping  
Service Design  
User Research  
User Flows  
Wireframing  
Visual Design  
Design Systems  
Prototyping

## SOFTWARE

Adobe Creative Cloud  
Adobe XD  
Sketch3, Invision Studio  
Figma/Figjam  
Zeplin  
JIRA/Confluence  
Vizcom  
VS Code  
Atom  
**Languages:**  
HTML5  
CSS3  
JavaScript

## PROFESSIONAL

Strategic Visioning  
Design Workshops  
Design Thinking  
Design Sprint Facilitation  
Human-Centered Design  
Design Mentor  
Optimist  
Design/Feature Roadmapping

## EXPERIENCE

### **Navy Federal Credit Union, Remote — *User Experience Designer***

OCTOBER 2021 - APRIL 2022

Directed a dynamic scrum team comprising content, tech, and design leaders, orchestrating the presentation of wireframes and comprehensive prototypes.

Strategically focused design updates on Navy Federal's customer base, honing specific task flows to enhance financial management services.

### **Wunderman Thompson, Remote — *Product Designer***

AUGUST 2021 - OCTOBER 2021

Assessed the current customer rewards program from an experiential, business, and customer level to discover new partner ventures to increase customer engagement, likability, and purchasing.

Designed, built, and presented a new design system that all cohesively meets business requirements regarding the MVP to draw in a new customer demographic.

Proposed design system was presented to the development team for ongoing challenges, hurdles, and opportunities to leverage existing elements.

### **Boston Digital, Remote — *Product Designer***

MARCH 2021 - MAY 2021

Clients: Harvard Medical School, Lee Valley High Network, Stoke Therapeutics

Designed and prototyped components for Harvard Medical Business School, based on their current design system and standards, while working closely with development to ensure feasibility of concepts.

Proposed social media banners and content strategies for Lee Valley High Network to reach patients where they are, increasing overall engagement.

Redesigned the Stoke Therapeutics website in the form of wireframes, hi-fi mock-ups, user-interaction prototypes and visual style guides to better represent their cutting edge mRNA research development for birth-related afflictions.

### **Strategic Education Inc., Reston, VA — *Senior Digital Product Designer***

JANUARY 2020 - JUNE 2020

Clients: Harvard Medical School, Lee Valley High Network, Stoke Therapeutics

Designed and prototyped component for Harvard Medical Business School, based on their current design system and standards, while working closely with development to ensure feasibility of concepts.

Proposed social media banners and content strategies for Lee Valley High Network to reach patients where they are, increasing overall engagement.

Redesigned the Stoke Therapeutics website in the form of wireframes, hi-fi mock-ups, user-interaction prototypes and visual style guides to better represent their cutting edge mRNA research development for birth-related afflictions.

### **PenFed Credit Union, Vienna, VA — *Senior UX/UI Designer***

JULY 2019 - SEPTEMBER 2019

Partnered with bank sister companies to understand their customer needs regarding accessibility and use-cases for customer banking needs.

Set standards for visual design and direction for company micro-sites

Analyzed the site structure and ecosystem to build better holistic architectures for each bank with proposed design elements for future-state roadmapping.

## EXPERIENCE

### **AARP.org, Washington, DC — Senior UX Designer**

MARCH 2019 - JULY 2019

Worked closely with Project Managers and development for on-going sprint-related UX updates.

Leveraged previous user research to build out a “customer stories” section to help AARP members better drive the caregiving initiative of education, improving and knowledge-sharing for end-of-life care.

### **Fannie Mae, Reston, VA — UX Researcher / Service Designer**

MARCH 2018 - JANUARY 2019

Conducted research interviews for financial affiliates (B2B setting), SME's, on-site customer interviews, to map out challenges for the seller/serving journey's identifying specific moments of business opportunities to streamline processes, systems, and overall engagement with the Fannie Mae organization.

Managed and facilitated stakeholder visioning co-collaboration sessions for Customer-First Initiatives.

### **Fjord/Accenture Federal Services, Washington, DC — UX Senior Visual Designer**

OCTOBER 2017 - JANUARY 2018

Determined and presented the future visual direction for the federal client's website redesign within the US Citizen's health sector.

Collaborated with lead designers, design directors, data scientists, and federal clients, to utilize data from primary research create better informed decisions around user tasks, based on persona segmentations.

Designed and built thoughtful moments of user interactions that help improve the overall experience and flow of an archived based web platform.

### **ASI, AARP Services Inc., Washington, DC — UX/UI Consultant**

JULY 2015 - JUNE 2017

Lead and participated the innovation lab at ASI, conducting in-depth interviews within the caregiving community to discover specific areas of focus, driving company wide understanding of a marginalized customer-base.

Designed surveys, interview guides, wireframes, and prototypes to gather feedback on various concepts to take to market, based on unique customer insights.

Worked with the lead strategic business director and an external design agency to develop the logo and brand for the MVP iOS/Android app that was launched.

## EDUCATION

### **The Savannah College of Art and Design, Savannah, GA — BFA Industrial Design**

SEPTEMBER 2007 - MAY 2012

### **General Assembly — FEWD, Front-End Web Development**

AUGUST 2016 - NOVEMBER 2016