

Bianca Nagel

Product Designer / UX Designer & UX Researcher

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EXPERIENCE

Exponent — UX Researcher (Data Collection)

October 2025 - December 2025

- Moderated multiple large-scale human-subject research studies fueling AI/ML product pipelines with over 500 participants across New York City.
- Collaborated with project management communicating progress updates and revisions of study protocol resulting in a 90% approval score from clients.
- Oversaw and troubleshoot study execution issues in the field and proposing corrective actions improving efficiency and data collection accuracy 25%.

MiTek — UX Researcher (Construction Applications)

April 2024 - December 2024

- Conducted qualitative and quantitative research including surveys, user interviews, field study, secondary research, competitive research, and usability testing with over 30 users to gather insights that improved product development for several construction management and design software solutions, resulting in a 80% increase in user satisfaction.
- Collaborated with product managers, developers, and cross-functional teams in an agile environment to gather requirements, align UX research with business goals, and contribute to the successful delivery of over 15 product features, resulting in a 45% increase in potential user adoption.
- Led UX research for SaaS products in the component manufacturing sector, resulting in 25% increase in user retention, through in-depth user testing and insights that informed product design.

Koalluh — UX Designer/UX Researcher (AI Learning Application)

October 2022 - January 2023

- Led regular discussions with stakeholders to create an end-to-end product roadmap aligning with UX goals, business goals, and feature priorities, resulting in launching the MVP on schedule.
- Conducted and analyzed user interviews and surveys to collect data from parents, educators, and children that were incorporated into successful fundraising pitches and grant applications, securing necessary funding for the project's development.
- Created an affinity map, user personas, wireframes, and a prototype based on qualitative and quantitative research that provided a scalable, intuitive, and engaging solution that enhanced reading skills among public school students who received 85% positive feedback from target users.

Touchpoint Orange — UX Designer/UX Researcher (Wealth Management Dashboard)

October 2021 - December 2022

- Oversaw UX and UI design team and contributed in the design of over 50 UX & UI wireframes, 5 UX prototype versions, and 3 UI Prototype versions for an Advisor Dashboard.
- Contributed in creating and managing UX & UI Design System and Data Accuracy Tracker System for Advisor Dashboard wireframes and prototype.
- Researched competitors and identified best practices to create a Wealth Advisor Dashboard.
- Conceptualized an interview framework and corresponding questions for a Service Design strategy for a \$250 million dollar company.
- Brainstormed designs and provided data analysis to 15 Advisor Team Profile Infographics, 16 Application Profile Infographics, and 27 Journeys from Advisor Teams.

RESEARCH SKILLS

Qualitative / Quantitative
Data Analysis
Concept Testing
User Interviews
Usability Testing
A/B Testing
User Personas
Ethnographic
Surveys
Heuristic Evaluation
Card Sorting
Competitive / Market

DESIGN SKILLS

UX /UI / CX Design
Wireframing
Low Fidelity Prototyping
High Fidelity Prototyping
Journey Mapping
Information Architecture
User Flows
Agile UX / Design Thinking
Cross-Functional Collaboration
Responsive Design
Accessibility Design - WCAG
Storyboarding / Sketching
Design Systems

SOFTWARE

Figma / Sketch / Adobe XD
Adobe Creative Suite
Google Analytics / Excel
InVision / Principle / Webflow
HotJar / User Testing / Dovetail
Miro / Keynote / Canva
Asana / Jira / Slack / Trello

EDUCATION

Masters of Science — Aug 2024
User-Centered Design
Brandeis University

Data Driven Design Certificate — 2020
Fashion Institute of Technology

UX Design Certificate — 2019
Fashion Institute of Technology

UI Design Certificate — 2019
Fashion Institute of Technology

Bachelor of Fine Arts — 2020
Production Design - Pace University

AWARDS

Hackathon Winner
Pace University, Winter 2020

Dyson College Dean's List
Pace University, 2016-2020

- Scheduled and conducted about 100 UX interviews to identify key pain points, needs, and goals to create a Service Design strategy and framework.
- Collaborated effectively with cross-functional teams, including UX design disciplines, business line clients, product and channel management, and IT, fostering strong relationships and understanding of business objectives.
- Led and crafted UX research initiatives, demonstrating expertise in research methodologies, facilitation, artifact creation, and insightful presentation of actionable insights to stakeholders.
- Led data-driven recommendations that influenced product and design decisions.

Spark451 Inc — Interaction Designer (Higher Education Marketing)

April 2021 - June 2021

- Designed and animated engaging and responsive Google web banners and social media ad campaigns that led to an increase in program inquiries and a rise in student admissions.
- Created responsive and user-friendly email campaigns and landing pages that enhanced college email marketing efforts and improved engagement and conversion rates.
- Redesigned social media posts, emails, email headers, and banner templates to incorporate modern design elements while aligning with the college's branding guidelines to ensure brand consistency and visual appeal, leading to an increase in social media engagement and rise in email click-through rates.
- Collaborated with cross-functional teams including; Account Executives, Content Strategy, and Interaction Design teams to discuss objectives, share insights, and refine campaign strategies resulting in more effective campaigns and improved stakeholder satisfaction.

Sea Smart — UX/UI Designer (Educational Non-Profit)

December 2020 - March 2021

- Researched and analyzed websites of leading family-friendly educational non-profits and charities, focusing on design, functionality, and user engagement strategies that provided actionable insights to inform Sea Smart's website redesign, ensuring alignment with industry trends and user expectations.
- Assessed various website platforms based on usability, scalability, and alignment with Sea Smart's goals, considering factors such as ease of use, customization options, and support that resulted in a user-friendly website redesign, enhancing user experience and supporting Sea Smart's mission.
- Implemented a user-centered design approach, creating intuitive navigation, highlighting key programs, and integrating clear calls to action for donations that improved user engagement, increased program visibility, and supported fundraising efforts.
- Facilitated regular meetings with the Development Manager, Founder/Executive Director, and outsourced UX team to gather feedback, align on objectives that resulted in a cohesive and timely website redesign that met Sea Smart's objectives and enhanced its online presence.

Nanda Home — UX/UI Designer (E-Commerce)

September 2020 - December 2020

- Conducted comprehensive qualitative research including a combination of user interviews, resulting in identifying key usability issues, leading to targeted design enhancements that improved SEO, user satisfaction, and engagement metrics by 20%.
- Conducted comprehensive quantitative research analyses using Shopify analytics, Google Analytics, and heatmap tools to assess user behavior and site performance revealing areas hindering user experience and SEO that informed design decisions that improved user navigation, increased traffic by 15%, and improved SEO rankings.
- Created and synthesized detailed user personas providing the design team with actionable insights that informed user-centered design choices, leading to improved user satisfaction.
- Collaborated with stakeholders to create an end-to-end UX roadmap to create a modern, user-friendly homepage design leading to the successful and timely launch of the redesigned website.