

KRISTEN NICHOLS

PRODUCT DESIGNER

Product designer focused on clear, user-centered solutions supported by early validation and thoughtful structure. I work closely with cross-functional teams to understand needs, ask informed questions, and guide products from discovery through delivery.

Contact

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Experience

Product Designer

MAD Creative Agency | April 2024 - Present

- ✧ Partnered with product managers and engineers to design and test user-centered solutions, improving alignment and reducing redesign cycles through clear communication and collaborative decision-making.
- ✧ Translated user pain points into product experiences that simplified workflows and supported meaningful outcomes for both users and the business.
- ✧ Conducted pre- and post-launch design reviews with cross-functional partners, enhancing quality and reducing inconsistencies by ensuring design intent was fully understood.

UX | UI Designer & Sprint Facilitator

R&Y Labs | November 2021 - January 2024

- ✧ Led seven-day Design Sprints to prototype, test, and validate concepts, helping teams gain shared clarity early and avoid unnecessary development work.
- ✧ Facilitated workshops that brought stakeholders together around real user needs, encouraging open dialogue and aligning teams on thoughtful, testable directions.
- ✧ Translated user-testing insights into prioritized roadmaps that improved feature sequencing, reduced ambiguity, and strengthened collaboration between product and engineering.

UX | UI Freelance Designer

Kristen Nichols Design | September 2020- Present

- ✧ Worked directly with founders to understand goals, listen for underlying needs, and shape human-centered product strategies rooted in research and clear problem definition.
- ✧ Created foundational UX artifacts, including profiles, journey maps, wireframes, and frameworks, to improve alignment and support early decision-making across teams.
- ✧ Delivered designs across multiple fidelities and refined them through collaborative feedback loops, ensuring smooth developer handoff and minimizing follow-up clarification.

Skills & Tools

Research & Discovery

User Interviews
Usability Testing
Journey Mapping
User Research & Synthesis
Information Architecture & Navigation Design

Design & Prototyping

Figma & FigJam
Adobe CC
Design Systems
Component Libraries
Agile & Iterative Design

Collaboration & Delivery

Monday
Miro
Notion
Slack & Teams
Figma Dev Mode
Zeplin

Education

UI Design Certificate
Memorise.ly
2023

Fundamentals of Software
Skiplevel
2022

Design Sprint Masterclass
AJ & Smart
2021

UX Design Internship
Queen's Web
2021

UX Design Immersive
General Assembly
2020

Associate of Arts
Gulf Coast State College
2008