KRISTEN NICHOLS
PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Product designer with five years of experience turning complex ideas into clear, human-centered solutions. I guide products from discovery through delivery, working closely with cross-functional teams to understand real needs, validate direction early, and bring thoughtful structure to ambiguous problems. My work focuses on improving decision-making, reducing rework, and creating digital experiences that genuinely support the people who use them.

SELECT PROJECTS

ADAPTIVE AI COMPANION APP DESIGN (ROBYN)

Increased usability and user engagement within the B2C experience, contributing to a 4.8 App Store rating supported by 150+ user reviews.

INVESTMENT PLATFORM MVP DESIGN (ROOTS)

Led design sprint resulting in discovery of the foundational user experience for a fintech product currently serving 20,500 investors and facilitating $81M+ in investments.

FINE ART STREAMING PLATFORM (LOUPE ART)

Reduced artist-onboarding admin work by 8-12 hours, allowing the platform to onboard talent faster and expand its content library

COMPETENCIES

PRODUCT THINKING:
Roadmapping, prioritization, hypothesis-driven design

DESIGN EXECUTION:
Figma, design systems, interaction design, prototyping

UX LEADERSHIP:
Discovery, facilitation, research, data synthesis

COLLABORATION:
Agile, dev handoff, cross-functional alignment

EDUCATION

UI DESIGN CERTIFICATE
Memorisely
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

EXPERIENCE

PRODUCT DESIGNER

MAD Creative Agency | April 2024 - Present

- Accelerated decision-making and reduced rework by partnering with product managers and engineers early to design, test, and deliver user-centered solutions aligned with business and technical needs.

- Designed and refined product experiences that addressed key user pain points, improving task clarity and reducing friction across essential flows.

- Led pre- and post-launch design reviews with developers and stakeholders, improving design accuracy and catching UI inconsistencies early; reducing visual defects and clarification cycles by an estimated 25 - 40% prior to release.

UX | UI DESIGNER & SPRINT FACILITATOR

R&Y Labs | November 2021 - January 2024

- Reduced unnecessary engineering work and validated product direction early by leading seven-day Design Sprints, resulting in functioning prototypes and actionable insights.

- Designed MVP-level prototypes with Tailwind UI and lightweight design systems to define scope and prioritize features, improving early alignment and informing a more efficient development path.

- Collaborated with product and engineering teams to turn user-testing insights into a prioritized roadmap, improving feature sequencing and reducing ambiguity around MVP scope.

UX | UI FREELANCE DESIGNER

Kristen Nichols Design | September 2020- Present

- Improved product focus by helping founders frame the right problems to solve, align on user and business goals, and translate them into clear, actionable product direction.

- Reduced risk and accelerated early validation by defining user needs and mapping core workflows, enabling teams to test assumptions and refine requirements before development.

- Elevated product quality by delivering refined visual and interaction designs that improved usability, strengthened consistency, and gave developers a clear, reliable blueprint for implementation.