

N. Nicole Beck

Product Design Director & Lead Designer

Atlanta, GA | 678.362.5192 | nnbeck@gmail.com

www.linkedin.com/in/nnbeck | www.pinealtee-design.com

Professional Summary

Product Design Director and Lead Designer with 10+ years of experience leading end-to-end UX, UI, and product strategy across mobile, web, TV, and wearable platforms. Proven ability to define product vision, scale design systems, drive user-centered innovation, and deliver measurable business outcomes. Adept at cross-functional leadership, design operations, accessibility (WCAG), AI-enhanced user experience, and building multi-platform ecosystems for Fortune 500 companies, startups, and global brands.

Tools & Platforms: Figma, FigJam, Adobe CC, Miro, Jira, Confluence, Analytics tools, CMS Platforms, iOS/Android Mobile Ecosystems, Responsive Web, TV, Wearables, and Voice interfaces (Alexa)

Core Competencies

Product Design Leadership • UX Strategy • AI/ML Collaboration • Design Systems Architecture
Product Discovery • Service Design • User Research • Ecosystem Thinking • Interaction Models
Roadmapping • KPI/OKR Alignment • Cross-Functional Leadership • Stakeholder Influence
Experimentation Frameworks • A/B & Multivariate Testing • Growth & Retention Strategy
DesignOps • Accessibility (WCAG 2.2) • Data-Informed Decision Making • Team Mentorship

Professional Experience

IONSPORT | *Product Design Director*

FEB 2025 – SEP 2025 | REMOTE

Recruited directly by the CEO to lead the design and experience strategy for an ambitious product ecosystem redefining the digital experience for racket sports. Owned product vision, UX strategy, and system architecture across mobile, TV, smartwatch, and web.

Key Achievements & Impact:

- Led UX/UI for the flagship IONCOURT platform, driving **50%+ user growth** in six months and positioning it as the **#1 data and scoring platform** in racket sports.
- Directed **ecosystem-wide design** spanning mobile, TV broadcast, smartwatch scoring, and CMS-based league tools.
- Conducted mixed-methods research and behavioral analysis to inform **ML-driven personalization**, funnel optimization, and retention initiatives.
- Facilitated org-wide workshops to define a **north star vision**, aligning Design, Product, and Engineering around shared KPIs and system-wide architecture.
- Built a scalable **multi-platform design system**, establishing governance, reusable components, and accessibility compliance.
- Embedded **WCAG 2.2**, inclusive design patterns, and performance-optimized workflows into platforms.

Fan Experience Redesign:

- Implemented **AI-powered facial and fingerprint authentication**, accelerating sign-in speeds and reducing onboarding friction by **30%**.
- Introduced ML-driven “follow,” recommendation, and personalization features to boost retention and engagement.
- Redesigned navigation and interaction models to prioritize discoverability of events, scores, and teams.
- Implemented **QR-based activation** for event conversion and real-world engagement growth.

Leadership & Operations:

Mentored a cross-functional design team, improving design maturity and operational efficiency through **DesignOps**, sprint workflow improvements, and system governance.

Case Study: pinealtee-design.com/ionsport-case-study

Stratfield Consulting | Chick-fil-A | *Senior UX/UI Designer (Lead)*

APR 2023 – DEC 2024 | REMOTE

- Led UX transformation for enterprise-scale kitchen operating systems, improving production speed by **30%** and reducing training time by **50%** across **2,500+ locations**.
- Designed accessible, resilient interfaces used by **250,000+ team members** with varying skill levels.
- Applied **service design**, system mapping, and workflow optimization to modernize distributed restaurant operations.
- Delivered real-time performance dashboards, gamified training experiences, and error-reducing operational tools.
- Facilitated alignment sessions with 13 cross-org leaders to shape long-term product vision and KPI frameworks.

Case Study: pinealtee-design.com/cfa-case-study

Orion Innovation | TravelPulse, Morgan Stanley | *Senior UX/UI Designer (Lead)*

FEB 2022 – FEB 2023 | REMOTE

- Modernized responsive platforms for TravelPulse, increasing time on site by **60%** and ad impressions by **40%**.
 - Created scalable design systems, user segmentation frameworks, and accessibility-first UI patterns.
 - Delivered a cross-platform UX audit for Morgan Stanley following the E*TRADE acquisition, driving improvements in dashboard usability, data interpretability, and test strategy maturity.
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Synergis Creative| State Farm | *Lead UX Generalist*

JUN 2021 – JAN 2022 | HYBRID – ATLANTA

- Partnered with innovation teams to build **3-year product visions** for auto, renters, and pet insurance, including early explorations into **AI-powered experiences** and integrations with tools such as **Amazon Alexa**.
 - Designed future-state experiences enabling **calendar awareness**, **intelligent reminders**, and **personalized insurance recommendations** driven by predictive insights.
 - Created prototypes rooted in **service design**, journey mapping, and cross-channel alignment across mobile, web, and voice interfaces.
 - Improved usability and accessibility across enterprise platforms through iterative testing, user feedback loops, and refinement cycles.
 - Built **complex user flows** mapping high-risk auto customer journeys, including escalation paths, underwriting decision trees, and **cross-system transfer workflows into State Farm's high-risk insurance subsidiary**.
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KForce | AT&T | *Senior UX/UI Designer (Lead)*

JUL 2019 – JUN 2021 | HYBRID – ATLANTA

- Partnered with **UX Research, UX Content, Product, and Engineering** to integrate user insights, content frameworks, and scalable interaction patterns across all core experiences within the **myAT&T mobile app**.
- Elevated the account-centric myAT&T app by unifying support and shopping functions within the core experience, reducing friction and strengthening end-to-end usability.
- Drove enhancements in **personalization**, interaction models, and **accessibility**, contributing to a more intuitive and inclusive mobile experience.
- Collaborated with Engineering to design within **platform and system constraints**, ensuring scalable architecture and efficient implementation across iOS and Android.
- Led international design teams through **Agile sprints** and collaborative design-thinking practices, improving velocity, alignment, and design quality across distributed teams.

Case Study: pineallee-design.com/att-case-study

Onward Search | Turner Sports | *Senior Designer*

MAR 2017 – JUN 2019 | ONSITE – ATLANTA

- Explored and innovated UX features focused on fan micro-moments across multiple sports digital platforms for a Fortune 500 sports media company.
 - Collaborated with cross-functional teams to deliver innovative designs, including original artwork, new website navigation, and design system components.
 - Contributed to product launches across social, editorial, and marketing initiatives.
 - Created branded content including the **She's Got Game** identity and the official **ELEAGUE** game controller.
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Allconnect | *Senior UX/UI Designer (Lead)*

APR 2016 – FEB 2017 | ONSITE – ATLANTA

- Increased marketplace revenue by **60%** and reduced unsubscribe rates by **300%** through UX optimization.
 - Designed responsive retailer platforms, landing pages, and advertising products.
 - Led ideation and usability workshops to validate features and interaction models.
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The Weather Channel | *Senior Ad Product Designer (Lead)*

SEP 2012 – DEC 2015 | ONSITE – ATLANTA

- Designed high-impact ad experiences for **200+ global brands** across web, app, and TV.
- Built multi-million-dollar ad product suites with reusable components and cross-platform patterns.

- Collaborated with business stakeholders to deliver performance-optimized, accessible ad products.
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Entaire Global Companies | *Graphic Designer*

APR 2008 – AUG 2012 | ONSITE – ATLANTA

- Led brand, UI, print, event, and marketing design for a financial services organization.
 - Supported campaign strategy and elevated brand experience across channels.
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Education

University of Wisconsin – Madison

Bachelor of Arts – Graphic Design Concentration (2007)

Skills

UX Design • UI Design • Visual Design • Interaction Design • Product Strategy • User Research
• Wireframing • Prototyping • Design Systems • Accessibility • Information Architecture •
Usability Testing • Journey Mapping • KPI Definition • A/B Testing • Agile & Scrum •
Cross-Functional Leadership

Tools & Technology

Figma • FigJam • Adobe CC • Miro • Mural • Jira • Trello • Monday.com • Confluence • Slack •
Salesforce • Google Workspace • Microsoft 365 • Keynote • CMS tools • Analytics platforms