

N. Nicole Beck

Product Design Director & Lead Designer

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Professional Summary

Hands-on Product Design Director and Lead UX/UI Designer with 10+ years of experience leading user experience (UX) and user interface (UI) design across web, mobile, TV, and wearable platforms. Skilled at transforming complex, multi-step workflows into intuitive, scalable, and accessible digital experiences. Adept at design strategy, design systems, prototyping, usability testing, and cross-functional leadership, driving measurable business outcomes for enterprise, SaaS, and consumer platforms.

Core Skills & Expertise

- **UX Design & Research:** User flows, wireframes, personas, journey mapping, usability testing, heuristic evaluation, user interviews, surveys, card sorting
 - **UI Design & Visual Design:** High-fidelity mockups, responsive design, interaction design, microinteractions, visual hierarchy, color theory, typography
 - **Design Systems & Component Libraries:** Figma, variants, tokens, governance, accessibility compliance (WCAG 2.2), modular patterns
 - **Information Architecture & Service Design:** IA, navigation design, cross-channel workflows, service blueprints
 - **Prototyping & Interaction:** Figma, Miro, FigJam, interactive prototypes, motion design, click-through demos
 - **Analytics & Optimization:** A/B testing, multivariate testing, funnel analysis, retention & engagement metrics, ML/AI-driven personalization
 - **Collaboration & Leadership:** Cross-functional collaboration, stakeholder management, team mentorship, DesignOps, agile/scrum workflows
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Tools & Technology

- **Design & Prototyping:** Figma, FigJam, Miro, Adobe Creative Suite, Google Stitch
- **Collaboration & Ops:** Jira, Confluence, Slack, Google Workspace, Microsoft Office
- **Testing & Analytics:** UserTesting.com, Google Analytics, Hey Marvin, Gemini, NotebookLM

- **Platforms:** Responsive Web, Web Applications, Mobile Applications (iOS/Android), TV Interfaces, Wearables, Voice Interfaces
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Professional Experience

IONSPORT (via Pine Allée Design) — Product Design Director / Designer

Remote · Feb 2025 – Sep 2025

- Led UX/UI design, user experience strategy, and platform governance for a multi-surface SaaS ecosystem.
 - Built and scaled a multi-platform design system across web, mobile, TV, and wearables.
 - Designed user flows, wireframes, high-fidelity mockups, and interaction patterns for fans, officials, and leagues.
 - Introduced AI-powered personalization and ML-driven recommendations to enhance user engagement.
 - Conducted usability testing, user research, and behavioral analysis to inform product decisions.
 - Facilitated workshops aligning Design, Product, and Engineering teams around KPIs, workflows, and governance.
 - Mentored designers on workflow clarity, systems thinking, and component reuse.
- Impact:** Drove 50%+ user growth in six months and positioned IONCOURT as the top scoring and data platform.

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

Chick-fil-A (via Stratfield Consulting) — Senior UX/UI Designer (Lead)

Remote · Apr 2023 – Dec 2024

Led UX design for enterprise kitchen operational platforms used by 250,000+ team members across 2,500+ locations.

- Designed and evolved modular system patterns optimized for enterprise scale and real-world operational environments.
- Balanced strict brand standards with scalable component-driven design.
- Partnered across Product, Engineering, Operations, Food Safety, Training, and Marketing to ensure consistent system adoption in a federated organization.
- Led design reviews focused on alignment, usability, accessibility, and maintainability.
- Embedded WCAG 2.2 accessibility standards at the system level across reusable components.
- Contributed to documentation and governance practices supporting sustainable design system evolution.
- **Impact:** Improved production speed by 30 percent, reduced training time by 50 percent, and lowered error rates by 40 percent through systemized workflow design.

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

Morgan Stanley / TravelPulse (via Orion Innovation) — Senior UX/UI Designer (Lead)

Remote · Feb 2022 – Feb 2023

Led UX and UI design initiatives across both enterprise financial platforms and a large-scale consumer media property, balancing compliance-driven systems with modern, user-centered digital experiences.

TravelPulse (Consumer Platform)

- Defined and implemented a scalable responsive design system after more than 11 years without modernization.
- Created reusable component libraries and documentation frameworks supporting product, marketing, and editorial stakeholders.
- Re-architected information systems to improve scalability and long-term maintainability.

Morgan Stanley (Enterprise Platforms)

- Designed enterprise dashboards under strict regulatory and compliance constraints.
- Conducted UX audits to improve system consistency across tools and teams.
- Collaborated cross-functionally to align usability, governance standards, security, and performance requirements.

State Farm (via Synergis Creative) — Lead UX Generalist

Hybrid · Jun 2021 – Jan 2022

- 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.

AT&T (via KForce) — Senior UX/UI Designer (Lead)

Hybrid · Jul 2019 – Jun 2021

- 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
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Earlier Experience

Turner Sports (via Onward Search) — Senior Designer · Mar 2017 – Jun 2019

- Designed fan-focused UX features, navigation patterns, and reusable components across sports media platforms.

Allconnect — Senior UX/UI Designer (Lead) · Apr 2016 – Feb 2017

- Increased marketplace revenue by 60% via UX optimization, responsive design, and user testing.

The Weather Channel — Senior Ad Product Designer (Lead) · Sep 2012 – Dec 2015

- Built scalable, data-driven ad products across web, mobile, and TV with component-based design systems.

Entaire Global Companies — Graphic Designer · Apr 2008 – Aug 2012

- Led UI, print, and brand design, supporting campaigns across digital and physical channels.
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Education

University of Wisconsin–Madison

Bachelor of Arts – Graphic Design Concentration (2007)