Kristen Nichols

Product Designer

Product designer with six 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.

Experience

Product Designer | MAD Creative Agency
April 2024 - Present

- Accelerated decision-making and reduced rework by partnering with product managers, engineers, and stakeholders early to translate complex product challenges into clear, user-centered solutions.
- Improved usability and consistency across digital products by redesigning existing production experiences and designing new features, workflows, and interactions.
- Improved stakeholder alignment and reduced implementation ambiguity through collaborative discovery, clearly defined workflows, prototypes, and design documentation.

Head of Product | hynt (Part-time)
Jan 2026 – Present

- Lead product strategy and execution for an early-stage software product, translating the founder's vision into a defined MVP, core workflows, and actionable product roadmap.
- Accelerate product development by defining requirements, prioritizing features, designing user experiences, and partnering directly with engineering to validate and refine solutions.
- Reduce ambiguity and improve team alignment by translating user research, business goals, and technical constraints into clear product decisions, documentation, and development priorities

Contact

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Selected Work

Rallyhood | Community management platform
Redesigning an established production platform and designing new features to streamline complex workflows, improve usability, and strengthen consistency across member and administrator experiences.

hynt | Workplace collaboration product
Leading product strategy and MVP design, translating user research and early concepts into prioritized features, core workflows, and actionable development requirements.

Robyn | AI companion app redesign
Improved usability and engagement within a B2C experience, contributing to a 4.8 App Store rating supported by 150+ reviews.

Roots | Fintech platform MVP
Designed the foundational user experience for an investment platform serving 20,500 investors and facilitating $81M+ in investments.

Loupe Art | Fine art streaming platform
Reduced artist onboarding administration by 8–12 hours per artist, accelerating onboarding and supporting content library growth.

Product Designer & Workshop Facilitator | R&Y Labs
November 2021 - April 2024

- Accelerated product timelines and reduced unnecessary engineering work by leading seven-day Design Sprints to validate concepts, test prototypes, and establish clear product direction.
- Improved stakeholder alignment and accelerated decision-making by facilitating collaborative workshops with clients, product managers, engineers, and cross-functional teams.
- Translated user-testing insights and workshop outcomes into actionable MVP requirements, prioritized features, and UX/UI designs, reducing ambiguity between discovery and development.

UX/UI Freelance Designer | Kristen Nichols Design
September 2020 – Present

- Lead end-to-end UX/UI design for independent clients, translating business goals and user needs into functional digital products and experiences.
- Accelerate product development by defining requirements, creating prototypes, and validating design direction early to reduce unnecessary revisions and development rework.
- Collaborate directly with founders, stakeholders, and engineers to establish product priorities, refine user flows, and deliver implementation-ready designs.

Competencies

UX Leadership: Discovery, facilitation, research, data synthesis

Product Thinking: Roadmapping, prioritization, hypothesis-driven design

Design Execution: Figma, design systems, interaction design, prototyping

Collaboration: Agile, dev handoff, cross-functional alignment

Education & Certificates

UI Design Certificate
Memorisely 2023

Fundamentals of Software
Skiplevel 2022

Design Sprint Masterclass
AJ & Smart 2022

UX Design Immersive
General Assembly 2020

UX Design Internship
Queen's Web 2021

Associate of Arts
Gulf Coast State College 2008