

# Nick DeRose

Product Designer & Team Leader

## Portfolio

[www.nickderose.com](http://www.nickderose.com)

## Contact

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## Experience

I've had the opportunity to lead dozens of design projects, lead large design teams on multiple products, and conduct UX research. My top achievements include a complete company rebrand project that included over 100 mockups and prototypes, designing new useful dashboards, a complete overhaul of a course search UI, and a complete redesign of a virtual education app used by thousands of students everyday.

### Product Design Manager

Nov 2021 – Oct 2022

Mark43 | New York, NY

- Led product design team of eight full-stack designers and directed feature design strategy for a real-time dispatch application used by 911 call centers and its mobile counterpart for first responders
- Implemented team learning opportunities and individualized growth plans
- Conducted on-site research sessions and product walkthroughs at police departments to advance product northstar goals
- Introduced a new Research & Design Level of Effort system in Confluence + Jira

### Lead Designer & Manager

Feb 2018 – Nov 2021

Continued, LLC | Houston, TX

- Created designs and prototypes for a complete company rebrand including 100+ mockups for navigation, course search, transcript management, new user dashboard, marketing websites, and emails
- Implemented dozens of A/B tests in collaboration with marketing directors including navigation, user sign up funnels, color and layout updates, and branding opportunities
- Created and maintained company-wide Figma design system in collaboration with frontend engineering team
- Conducted research and created new UI and navigation for internal admin system with UX improvements for launching new verticals, managing courses, and global search capabilities

### Sr. Product Designer

Feb 2016 – Feb 2018

Continued, LLC | Houston, TX

- Created designs for two new vertical launches, including navigation, page templates, landing page mockups, and emails
- Implemented new A/B testing suite VWO for all company verticals and set up data tracking, design testing templates, and taught other designers how to perform tests

### Product Designer

Sep 2013 – Feb 2016

Continued, LLC | Houston, TX

- Improved conversion funnels through user research and behavior analysis
- Performed A/B testing and design enhancements across five verticals + Simucase
- Worked with the Simucase team to redesign their flagship app, adding a variety of new features that enhance the usability and usefulness of the app

## Education

### Michigan State University

B.A. – Advertising

## Top Skills

### UI & Interaction Design

I turn complex workflows into seamless experiences with a focus on modern UI and established UX patterns

### Design Systems & Frontend

I build and maintain design systems that connect to frontend frameworks and libraries

### UX Research

I conduct user workshops, A/B testing, usability testing, and automated research

### Team Management

I lead user workshops, create and maintain career ladders, and mentor other designers

### Design Processes

I can implement design processes for agile, waterfall, and iterative methods

## Featured Projects

### Continued Rebrand

Umbrella brand and app redesign

### Athena Design System

Company design system for 8 brands

### CloudShip

Complete design and build of mobile app

## Hobbies & Interests

Traveling, cooking, photography, mountain biking, skiing, live music, yoga & meditation, subsistence farming, writing, finance, learning new things