

Nick DeRose

Product Designer & Team Leader

Portfolio

www.nickderose.com

Contact

nderose7@gmail.com

www.linkedin.com/in/nickderose

Experience

I have 15 years of experience in UI/UX, frontend architecture, and leading remote design teams. I've worked in agile software environments, and I am adept at collaborating with stakeholders to align design strategies with product requirements.

Product Design Manager

Nov 2021 - Oct 2022

Mark43 | New York, NY

- Led CAD 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 growth plans
- Conducted on-site research sessions and product walkthroughs at police departments
- Transitioned the team to swarm-based, agile design processes
- Introduced a new Research & Design Level of Effort system in Confluence + Jira

UI/UX Manager

Feb 2018 - Nov 2021

Continued, LLC | Houston, TX

- Led a team of four designers and frontend developers on projects ranging from course-taking software to admin UI
- Collaborated with CMO to develop design initiatives, research user behavior, and implement A/B tests that increased conversion rates across six vertical markets
- Collaborated with Design Director to align on brand strategies and work toward common goals like page layouts.
- Collaborated with Engineering Manager to align on frontend strategies, frameworks, and design system needs.

Sr. UI/UX Designer

Feb 2016 - Feb 2018

Continued, LLC | Houston, TX

- Led UI/UX team on all projects, from major releases to daily marketing campaigns
- Performed daily design and frontend code reviews and collaborated with team leads across the company to launch the new Continued brand

UI/UX Designer

Feb 2013 - Feb 2016

Continued, LLC | Houston, TX

- Improved conversion funnels through user research and behavior analysis
- Performed A/B testing and design enhancements across all sites
- 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

Skills

Agile Design Processes

I know how to split up design needs for agile software development.

Design Systems & Frontend

I have experience building and maintaining design systems that connect to frontend frameworks and libraries.

Figma Expert

I have been using Figma since it arrived, and I teach others how to use the latest features.

Team Management

I have experience leading workshops, creating career ladders, and mentoring.

UX Research

User workshops, A/B testing, usability testing, automated research using Sprig and Dovetail.

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