

N. Nicole Beck | Product Design Director

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Experience

IONSPORT | Product Design Director

FEB 2025 - Present - REMOTE

Accomplished UX leader with a proven track record of driving significant user growth and product success for the sports tech startup, IONSPORT. Led all UX efforts from conception to market leadership for IONCOURT, a multi-platform app for racket sports, which saw a 50%+ user increase within six months to become the #1 scoring and data platform. Directed the design of a complete ecosystem of applications across smartwatch, mobile, TV, and desktop, as well as the creation of templated and custom in-venue digital scoreboards and data-driven CMS website templates for professional sports leagues.

Stratfield Consulting - Chick-Fil-A | Senior UX / UI Designer - Lead

APR 2023 - DEC 2024 - REMOTE

Led UX transformation for a Fortune 500 QSR's kitchen operations, revolutionizing efficiency and team member experience through human-centered design. Through extensive field research and stakeholder collaboration, delivered innovative solutions that increased production speed by 30% while reducing training time by 50%, creating accessible interfaces for 250,000+ team members across 2,500 locations. Key innovations included gamified training modules, real-time performance analytics, and an intuitive breaching station interface that reduced errors by 40% and improved quality consistency scores by 25%. Orchestrated workshops with 13 cross-functional leaders to develop data-driven personas and user journeys, resulting in a unified product vision that aligned technology capabilities with frontline operational needs.

Orion Innovation - TravelPulse, Morgan Stanley | Senior UX / UI Designer - Lead

FEB 2022 - FEB 2023 - REMOTE

Led UX transformation for a global travel media company's responsive websites, modernizing functionality and user experience through human-centered design. Through extensive research, UX and engineering collaboration, delivered solutions that increased users' time on site by 60% and increased ad impressions by 40%. Key innovations included data-driven user personas, new design system, an intuitive and accessible user interface, and business opportunities through design with stakeholder collaboration.

Led an UX audit for a Fortune 500 financial company's client dashboards. The audit led to testing recommendations and solutions that provided a more intuitive user experience.

Synergis Creative - State Farm | Lead UX Generalist

JUN 2021 - JAN 2022 HYBRID - ATLANTA

Collaborated with UX leaders and researchers for a Fortune 500 insurance company's innovation team. Through extensive human-centered research, led creation of 3-year product visions, which resulted in the auto, renters, and pet businesses being equipped to be proactive and profitable. Key innovations included personas, technology advancements, user journeys, and accessibility. Additionally, led UX design of app and web features for limited test launches including the transferring of high-risk auto customers to other State Farm brands.

KForce - AT&T | Senior UX / UI Designer - Lead

JUL 2019 - JUN 2021 HYBRID - ATLANTA

Led UX innovation for a Fortune 500 media and telecom's customer mobile app, revolutionizing the customer's shopping and support experience through human-centered design. Through extensive field research and stakeholder

collaboration, delivered innovative solutions that brought a shopping and support experience to a traditional account management app. Key innovations include design system components, intuitive mobile shopping and support interface, accessibility, and personalization. Additionally, on-boarded and mentored supporting designers from abroad.

Onward Search - Turner Sports | Senior Designer

MAR 2017 - JUN 2019 ONSITE - ATLANTA

Led UX exploration for a Fortune 500 sports media's digital platforms, innovating features focused on fan micro-moments across all sports. Through collaboration with product, social, marketing, and editorial teams, delivered innovative design that brought delight to all fans. Key innovations included original artwork, website navigation, app features, design system components, high-profile presentations, ELEAGUE game controller, and the She's Got Game logo.

Allconnect | Senior UX / UI Designer - Lead

APR 2016 - FEB 2017 ONSITE - ATLANTA

Led UX collaboration with cross-functional leaders of a home utility marketplace company's digital platforms and partnerships, improving the experiences for all customers. Worked in an agile environment with a focus on sprint planning and defining innovative design iterations. As a result, created a series of responsive authorized retailer sites that saw a 60% increase in revenue and overall gave the user a better experience, email unsubscribes decreased by 300%, and the creation of additional ad product offerings. Additionally, led idea and assumption workshops that resulted in intuitive user interfaces resonating with the user in a positive and exciting way based on user testing.

The Weather Channel | Senior Ad Product Designer - Lead

SEP 2012 - DEC 2015 ONSITE - ATLANTA

Led UX transformation for a Fortune 500 weather media's ad products. Through collaboration with stakeholders and clients, designed custom ad experiences for over 200 domestic and international brands. Key innovations include the creation of branded experiences being seamlessly woven into the user interface of the mobile app, tv programming, and web experiences. In result, created a host of multi-million dollar ad product offerings. Additionally, on-boarded and mentored supporting designers locally and abroad and was sought out by clients to work directly with them.

Entaire Global Companies | Graphic Designer

APR 2018 - AUG 2012 ONSITE - ATLANTA

Led design efforts for a small financial company specializing in insurance, brokering, and banking, leading to successful marketing campaigns, branding, event, and website design.

Education

University of Wisconsin - Madison 2007 / Bachelors - Art

Concentration in Graphic Design

Skills

UX Leadership, UX Design, UI Design, Visual Design, Product Innovation, User Research, Human-Centered Design, Design Systems, Accessibility, Resource & Design Management, Cross-Functional Collaboration, Product Vision, Agile Methodology

Technology

Figma, Figjam, Miro, Mural, Adobe Creative Cloud, Trello, Monday, Slack, Microsoft, Google, Keynote, Jira, Salesforce

Awards

2014 OMMA Finalist - Weather Channel & Disney's Frozen, Online Integration

2014 Smarties Bronze - Weather Channel & Jeep, Native Advertising

2014 Digiday Winner - Weather Channel & Disney's Oz, Native Advertising