Nik Williamson

Product Designer

Design Tools

Sketch

Axure

Tumult Hype

Adobe CC

Design Thinking

Persona

Journey Mapping

Wireframing

Prototyping

Development

HTML5

CSS3

JavaScript

Research

Usability Testing

Multivariate Testing

A/B Testing

Persona Development

Journey Mapping

Analytics Analysis

Web Benefits Design

Orlando, FL
Jan. 2017 — Mar. 2018

Sr. UX Developer

Led design effort for greenfield redesign of all current products including end user applications, client facing management tools, and internal admin applications; all within an agile development team.

Managed website redesign effort with a contracted external designer to quickly redesign corporate website.

Established a componentized design system to allow for rapid design and development iterations of new and existing features. This provided a consistent user experience across the suite of applications and reduced time to create supporting project documentation.

Florida Hospital

Orlando, FL
Aug. 2015 — Sep. 2016

Sr. UX Designer

Oversaw design of the new patient portal native mobile applications and responsive web application for patients to manage and understand their relationship with Florida Hospital.

Launched embedded patient scheduling application giving providers a tool to engage patients online.

Worked with TV manufacturer, Agile in-house development team, and contracted Agile development team to launch a Smart TV application to improve patient experience as well as improve patient quality of care.

Regularly brought into the Florida Hospital Innovation lab to help facilitate design thinking exercises with other departments of the hospital network.

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Sailthru

New York, NY
Mar. 2015 — Aug. 2015

Head of UX & Design

Established pattern library to quickly update an outdated design aesthetic without disrupting customer experience.

Launched visual email building tool to allow clients to create personalized emails while previewing and editing content dynamically pulled in from external sources.

Launched tool to create multivariate omni-channel campaigns where the client would have a consistent personalization experience across clients mobile apps, websites, email advertisements, and in-store experience.

Carbone Smolan Agency

New York, NY
Jul. 2014 — Mar. 2015

Contract Sr. UX Designer

Oversaw UX for the website redesign for the Boston Consulting Group in which user engagement doubled after launch.

Led design and and UX effort for HR application for a major automotive manufacturer.

Established an innovative search-based navigation for Bryan Cave website redesign.

The College Board

New York, NY
Feb. 2014 — Jul. 2014

Contract UI/UX Designer

Worked with multiple teams to create the online reporting tool to monitor SAT scores nationwide.

Designed tool for students to view their SAT scores, as well as identify problem areas and provide them with supplemental reading and exercises from the Khan Academy.

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Product Designer

YouVisit

New York, NY
SEP 2013 — FEB 2014

Sr. UX Designer

Created the first iteration on the VR based virtual tour software using an Oculus Rift Development Kit 1.

Supported existing toolset with iterative UX and UI enhancements.

Cyber2Media

Los Angeles, CA
Apr. 2012 — Sep. 2013

Senior UI/UX Designer

Led all branding related to .xyz TLD launch including logo, website, printed marketing, and brand voice. .xyz is the most successful new level domain with more than 3,600,000 domain registration in the first 2 years.

Launched more than 30 lead-generation websites that had an average 28% increase in conversions.

Introduced company to multivariate testing, which led to a significant decrease in development costs while substantially increasing revenue.

Led redesign effort their highest traffic web property.