



N I C O L E B E C K  
U X D E S I G N L E A D

CAREER SUMMARY:

Award-winning UX professional providing UX transformation, growing revenue, onboarding and mentoring designers, improving product quality, and creating future product visions.

EDUCATION:

University of Wisconsin, Madison '07  
Bachelor of Science in Art, Emphasis  
in Graphic Design

SKILLS:

UX Leadership  
UX / UI Design  
UX Collaboration / Innovation

EXPERIENCE:

**2023-2024 Senior UX/UI Designer - Lead, Stratfield Consulting - Chick-Fil-A** 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 breasting 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.

**2022-2023 Senior UX/UI Designer - Lead, Orion Innovation - TravelPulse + Morgan Stanley** Led UX transformation for a global travel media company's responsive websites, modernizing functionality and user experience through human-centered design. Through extensive research and collaboration, delivered solutions that increased users' time on site by 60% and increased ad impressions by 40%. Key innovations included data-driven user personas, a new design system, an intuitive and accessible user interface, and business opportunities through design with stakeholder collaboration.

Led a 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 interface.

**2021-2022 Lead UX Generalist, Synergis Creative - State Farm** Collaborated with UX leaders and researchers for a Fortune 500 insurance 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.

**2019-2021 Senior Product Designer - Lead, KForce - AT&T** 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.

**2017-2019 Senior Designer, Onward Search - Turner Sports** 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 entertainment design that brought delight to all the 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.

Experience Continued...



**NICOLE BECK**  
UX DESIGN LEAD

**EXPERIENCE CON'T:**

**2016-2017 Lead Product Designer, Allconnect:** 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, we 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.

**2012-2015 Lead Ad Product Designer, The Weather Channel:** 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 and was sought out by clients to work directly with them.

**2008-2012 Designer, Entaire Global Companies:** Led design efforts for a small financial company specializing in insurance, brokering, and banking, leading to successful marketing campaigns, branding, event, and website design.

**TECHNOLOGY:**

Figma + Figjam + Miro + Adobe Creative Cloud + Sketch +  
Invision + Trello + Monday + Webex Teams + Slack +  
Cinemagraph Pro + MS Office + Dropbox + Google Apps +  
HTML + HTML5 + CSS + Wordpress + Flite + Celtra + Jira +  
Salesforce + Axure + Keynote

**AWARDS:**

**2014 OMMA Finalist** - TWC + Disney's Frozen, Integrated Online Campaign  
**2014 Smarties Bronze** - TWC + Jeep, Native Advertising  
**2014 Digiday Winner** - TWC + Disney's Oz, Native Advertising  
**2013 OMMA Winner** - TWC + Disney's Oz, Integrated Online Campaign