Nicole Guernsey

Product designer with 9+ years of experience leading end-to-end projects, aligning stakeholders to bring visions to life, breaking down cross-functional silos, and championing best practices to make delightful experiences for people.

Contact

219.916.0678
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Portfolio

nguernsey.com
password: alohomora

Experience

Product Design Manager, Project & Design Ops Lead @ Streem Inc.　　　2020 - Present

Management

• Set standards and guidelines for UX levelling, interviewing and evaluation methods, and job descriptions. Screen, interview, evaluate, and hire cross-functional candidates. Scale our UX team from 2 to 12+.

• Provide mentorship, support, and growth opportunities for junior through senior level designers. Foster inclusive, collaborative, and safe culture for folks to be able to enjoy life and do their best work.

Projects

• Research (interviews, testing, observations, competitive landscape, gap analysis, secret shopper, user journey mapping, goals workshop, utilize secondary research, etc.) in order to gain comprehensive insights across the retail customer experience. Synthesize and share findings and prioritize issues/gaps found.

• Visiontype and pitch large-scale, multi-touchpoint customer experience plan to one of the top five electronics retailers in the US to secure ongoing partnership.

• Facilitate vision alignment between product, leadership, and cross-functional executive stakeholders. Determine and communicate workback strategy, product milestones in relation to design, build, and release in order to build toward large-scale holistic vision in 5 years across 2 companies and 4+ teams.

• Partner with product to manage and keep stakeholders aligned and engaged via pitches, demos, workshops, check-ins, and documentation.

• Wireframe, iterate, prototype, test, and polish designs, as well as partner with marketing to create animated videos to communicate vision to key stakeholders and cross-functional team members from vision pitch through build to release.

• Work with other UX leads to keep them informed and able to shepherd pieces of the vision through their cross-functional teams as needed.

• Collaborate on company-wide branding strategy. Redesign core product to exemplify our brand identity. Ensure consistency across all offerings. Work with engineering, marketing, and customer success to communicate designs and create documentation.

Design Ops

• Establish foundations for design system, design principles, research operations, release standards, data-driven thinking, KPIs, testing, and measurement. Create templates and guides for best practices and common design and research methods. Facilitate workshops, talks, and brown bags company-wide to teach best practices.

• Partner with sales, product management, and marketing to identify key areas of user impact, unmet user needs, sales' insights, market trends, and create data-driven vision & inform company-wide product strategy and roadmap.

• Partner with sales, business development, and customer success on new customer calls to collect insights, facilitate workshops, set customer KPIs, and guide pilots. Create sales, BD, and CS-focused guides for using design and research methods in their day-to-day.

• Collaborate on creation of end-to-end customer map and service blueprint, including internal roles' touchpoints with customers, actionable insights, and ideation sessions.

• Champion cross-functional listening tour, resulting in internal project to alleviate pain points, bottlenecks, cross-functional tensions, and optimize processes. Lead internal project to understand needs and optimize day-to-day working experience for our sales and customer service roles.

• Facilitate cross-functional team to define current and ideal product development lifecycle. Collaborate on guidelines, templates, and tactical artifacts.

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Experience Continued

Senior UX Designer @ Blackbaud Inc.   2016 - 2020

• Create user research artifacts, visiontype, and design strategy to learn about our users and problem space, communicate findings and designs, and test potential solutions.

• Facilitate cross-functional team collaboration to understand and design for end-to-end user journeys for multiple projects and personas. Collaborate on pilot and market test.

• Templatize & facilitate workshops, brainstormings, critiques, and other collaborative sessions with our design team and other roles.

• Contribute to Sky UX design system by facilitating pattern needs sessions, creating proposals & documentation, and testing patterns.

• Mentor junior designers and researchers, giving feedback, advice, and reflection, contributing to their career growth and design practice.

• Interview and evaluate candidates to grow our UX team.

• Educate non-designers on UX practice and design thinking to increase cross- functional camaraderie, UX comprehension, and promote a user-centered culture of learning.

• Lead cross-functional team to rollout and educate teams on new release-testing measurement framework company-wide. Create resources to support this teaching effort.

• Lead cross-functional research effort to understand, synthesize knowledge, and address outstanding issues for new faith product offering.

• Partner with product stakeholders to create, deploy, and interpret feature and product-wide CSAT surveys.

• Onboard and mentor new researcher on how to set metrics and measure for multiple projects to standardize testing expectations.

UX Designer @ MCD Partners   2015 - 2016

• Designed and built wireframes, flows, user journey maps, and surveys to communicate research findings and design strategy.

• Worked closely with colleagues and clients to create deliverables to address client needs and set up maintenance strategy after hand-off.

• Facilitated design thinking, ideation, and feedback sessions with design team, clients, and stakeholders.

UX/Product Designer @ Onyx Electronics   2012 - 2014

• Pitched visiontype to potential clients, resulting in two funded projects.

• Organized and facilitated user interviews, contextual inquiries, and usability testing.

Education

MS in Human-Computer Interaction Design @ Indiana University   2014 - 2016
Thesis in Critical Design

BA in Psychology and Brain Sciences @ Indiana University   2008 - 2012
Minors in Anthropology, Fine Art

Accolades

Interviewed by Gartner as Industry Process Leader   2019
Topic "Best Practices in Release Testing and Measurement"
Lead

Nelson, et al. 2021. *System and method for real-time integrated credit card management.* U.S. Patent 62628087, filed Feb 2, 2018, and issued April 27, 2021.   2018
Contributor

CIO 100 Winner   2016
Discover Financial Services Student Loans, "Innovative Technology Project"
Contributor