



Nicole Hart

UX/ UI DESIGNER

253-225-0115

nicolehartsy@gmail.com

nicolehartsy.com

EXPERIENCE

Qualtrics | July 2019 - Present

Sr UX lead for AI Assisted Project Creation

- Led the redesign of an AI-assisted project creation flow, replacing a disconnected preview experience with a guided, side-by-side build process, securing sign-off from 19 stakeholders across 6 teams after a single 2-day design sprint.
- Ran a cross-functional design sprint with engineering and product leadership to reframe the problem from "generate a finished project" to "generate an actionable plan," establishing design principles that aligned decision-making across teams.
- Built and presented a prototype and UX point-of-view deck on an internal roadshow to win partner-team buy-in, translating end-to-end user journey mapping into a scalable AI-driven workflow ahead of launch.

Sr UX lead for Qualtrics Developer Platform

- Developed systems to enhance operational efficiency and led workshops to educate stakeholders on UX principles, fostering improved collaboration and user-centered design practices.
- Spearheaded the design of updates to existing tools and experiences while simultaneously driving the creation of innovative solutions to enhance user engagement and satisfaction.
- Used platform knowledge to integrate our developer platform with existing app teams and lead the UX space from SaaS to PaaS.

UX lead for Homepage

- Designed and implemented a dynamic, scalable homepage that delivers personalized user experiences while ensuring seamless performance across diverse devices and user bases.
- Collaborated with researchers, engineers, and product teams to develop comprehensive guidelines for framework creation, utilizing storytelling skills to secure buy-in from stakeholders and ensure alignment with project objectives.
- Produced high-fidelity prototypes and detailed specifications to seamlessly transition concepts into actionable directives for engineering teams, ensuring precision and alignment with project goals.

Junior UX lead on Notifications

- Leveraged existing principles to establish a foundation for a notification system, refining and advancing them through rigorous research to optimize user engagement and experience.
- Developed comprehensive UX diagrams to streamline user flows and enhance interface design, ensuring intuitive and efficient user experiences.
- Created a commenting system component that scaled to any interface and an emailing system to unify all our communications through Qualtrics

T-Mobile | May 2018 - July 2019

Junior UX designer | September 2018 - July 2019

- Enhanced the user experience of the Edison communication app by creatively navigating technical constraints through participation in workshops and whiteboarding sessions.
- Delivered innovative solutions that optimized functionality and usability while building positive relationships with my developer partners.

UX intern | May 2018 - September 2018

- Created the onboarding flow for an app called NameID while learning and utilizing tools like Sketch, Axure, Zeplin, and InVision to bring concepts to life as deliverables for hand off.
- Successfully navigated the journey from concept ideation to polished presentation, effectively conveying the vision to leadership and securing a full time position for me at the end of the internship!

EDUCATION

Bachelor of Arts in Digital Technology and Culture

Washington State University,
May 2018

TOOLS

- Claude/ Claude code
- Subframe
- Figma
- Sketch
- Adobe illustrator and photoshop
- Basic HTML and CSS
- Jira
- Coda
- Zeplin
- Axure
- Mural
- InVision (RIP)

SKILLS

- AI driven UX
- UX design / design thinking
- Visual design
- Wireframing
- Prototyping
- Storytelling and presenting for stakeholders
- User flows
- Mockups
- Agile
- User research techniques
- Information architecture
- Cross functional collaboration
- Accessibility design
- Priority/ requirements negotiation and creation
- Detailed spec delivery

Ask me about...

- Art
- Crows
- My current hyperfixation
- The PNW
- Comedy podcasts
- Travel destinations