NICOLE SEDER

Aliso Viejo, CA • (949) 891-1520 • nicole@theseders.com • linkedin.com/in/nicole-seder • nicolesportfolio.com

SENIOR PRODUCT DESIGNER

Product design professional with over 10 years of experience in UX/UI, mobile, and web design, and a degree in Psychology from UCLA. As a Senior Product Designer, I apply user-centered design principles to lead strategic initiatives, engage stakeholders, and deliver digital products that align business goals with user needs, driving measurable business results.

PROFESSIONAL EXPERIENCE

MEDOXI SOFTWARE SOLUTIONS | Orange County, CA | 03/2023 - Present

Senior Product Designer

- Designed SaaS and consumer-facing products resulting in a 4500% increase in daily app engagement and growing user base from 300 to 7000 users in one year
- Mentored design team in creating intuitive interfaces that increased users' daily educational content engagement by 93%
- Partnered with product managers to align design solutions with business objectives, increasing product adoption and user retention
- Defined personas and user journeys, developing wireframes and prototypes that enhanced user experience
- Leveraged data and A/B testing to identify improvements and deliver optimized user experiences
- Maintained design system and style guides, ensuring consistency across the software development lifecycle

S&B COMMERCE, INC | Orange County, CA | 10/2011 - 12/2022

Creative Lead

- Directed creative teams for e-commerce platforms, contributing to over $50 million in sales
- Utilized user research and analytics to improve products, drive sales, and increase customer satisfaction
- Managed design for websites, mobile apps, and campaigns, growing social media to 750,000 followers
- Implemented responsive design principles and accessibility standards across all digital products
- Created brand guidelines and design systems ensuring visual consistency and streamlined workflows

FREELANCE | Orange County, CA | 06/2006 - 10/2011

UX/UI Designer

- Collaborated with diverse clients on user-centered design, ensuring deliverables effectively connected with target audiences

- Created seamless cross-platform experiences integrating new technologies to keep designs relevant

- Developed information architecture to optimize navigation across multiple digital platforms

LEHMAN BROTHERS | Orange County, CA | 06/2004 - 06/2006

Web Designer

- Enhanced the Lehman Brothers Mortgage Capital Division's web presence, optimizing navigation to communicate offerings effectively

- Facilitated cross-functional communication delivering customer-facing website aligned with brand guidelines

EDUCATION

Bachelor of Arts in Psychology | UCLA
Graphic Design/Computer Graphics Combined Program | UCLA Extension

TECHNICAL SKILLS

- **Design Tools**: Figma, FigmaJam, Adobe Creative Suite, Canva

- **UX Methods**: User Research, Usability Testing, A/B Testing, User Personas, Journey Mapping

- **UI Design**: Design Systems, Visual Design, Interaction Design, Responsive Design

- **Additional**: Working knowledge of HTML/CSS, WordPress, Wix, Design Thinking, Agile Methodology, Data Analysis

CORE COMPETENCIES

User-Centered Design • Product Strategy • Design Leadership • Design Systems • Mobile & Web App Design • Interaction Design • User Research & Testing • Stakeholder Management • Agile/Sprint Workflows