Nicole Seder

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PROFESSIONAL EXPERIENCE

Senior Product Designer   Mar 2023 – Present
Medoxi Software Solutions   *Aliso Viejo, CA*

- Redesigned SaaS and consumer products, increasing daily engagement by 4500% and growing the user base from 300 to 7,000 in less than one year
- Mentored team to create interfaces that drove 93% more engagement with educational content
- Aligned design with business goals, boosting adoption and retention
- Developed personas, wireframes, and prototypes to refine user experience
- Used A/B testing and data insights to drive UX improvements
- Created and maintained design systems for consistency across SDLC

Creative Lead   Oct 2011 – Dec 2022
S&B Commerce, Inc.   *Irvine, CA*

- Led creative for e-commerce platforms, generating $50M+ in sales
- Oversaw web and campaign design, growing social media to 750K followers
- Applied research and analytics to increase sales and satisfaction
- Enforced responsive and accessible design across products
- Built brand guidelines and systems for visual consistency

UX/UI Designer   Jun 2006 – Oct 2011
Freelance   *Aliso Viejo, CA*

- Delivered user-centered designs for clients ranging from startups to enterprises
- Created responsive web and mobile experiences aligned with brand goals
- Collaborated with stakeholders to define vision, UX strategy, and design direction

Lehman Brothers   Jun 2004 – Oct 2006
Web Designer   *Irvine, CA*

- Led web presence while collaborating across teams to align with brand and business goals
- Improved UX and navigation to clarify complex offerings

TECHNICAL SKILLS

Design Tools: Figma, FigJam, Adobe Creative Suite, Canva
UX Methods: Design Thinking, User Research, Usability Testing, User Personas, Journey Mapping
UI Design: Design Systems, Visual Design, Interaction Design, Responsive Design
Additional: WordPress, Wix, Agile Methodology

EDUCATION

University of California, Los Angeles
Bachelor of Arts in Psychology
Psi Chi Member, National Honor Society in Psychology
Graphic Design / Computer Graphics Combined Program – UCLA Extension