

NICHOLE ALBRIGHT

Lead Product Designer

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SUMMARY

Product designer with 8+ years leading end-to-end design for B2B SaaS, medical education, and enterprise platforms. I specialize in systems thinking, information architecture, and translating complex workflows into scalable product experiences that drive measurable business outcomes. Proven track record building design systems from the ground up, leading cross-functional research, and owning product design across multiple concurrent products. Background includes 7 years of marketing and brand design.

EXPERIENCE

Lead Product Designer

Jul 2024 – Jul 2025

Carde.io · Remote · Contract: Jul – Oct 2024

- Owned software design across concurrent B2B/B2C products serving organized-play communities for tabletop card games, from core UX through visual design and marketing materials.
- Built and maintained the component design system with Tailwind CSS and Figma, establishing shared patterns across web and mobile and serving four live publisher-branded platform instances in 2026 from a single component library with no per-brand rebuilds.
- Architected a role-based permission model with supervisory hierarchies across distinct user tracks, plus the store-portal architecture and event-management workflows. Reduced operator errors by 55% and cut task time by 43%.
- Designed a two-sided permissioned workflow for store-to-publisher relationships, translating an informal business process into a scalable approval-gated system. Publisher response led directly to a second enterprise development contract.
- Led brand identity development: visual language, illustration guidelines, and marketing collateral supporting partner onboarding and B2B sales.

Product Designer

Oct 2022 – Sept 2024

Randstad RiseSmart · San Jose, CA (Remote)

- Led the redesign of the career-coaching onboarding experience, increasing coach-call conversion from 22% to ~50% and reducing average time-to-first-session from 13 to 6 minutes; cut onboarding drop-off by ~30% and doubled product activation.
- Planned and executed a three-month, multi-cohort research engagement (300+ session recordings, 38 interviews, A/B testing, surveys) across enterprise clients before design work began, reframing the problem from usability to product positioning.
- Facilitated cross-functional alignment across Product, Marketing, Sales, and Coaching, establishing the first shared service definition and a quarterly review cadence.
- Drove adoption of Randstad's corporate rebrand across product ecosystems, modernizing legacy design patterns.

Product Designer to Lead Product Designer

Sept 2018 – Aug 2022

OnlineMedEd (acquired by Archer Review) · Austin, TX / Remote

- Sole designer, later Lead, owning UX, UI, interaction design, in-product illustration, and the design system for a medical education platform serving 200K+ students.
- Designed and shipped the Scheduler end-to-end: a 0-to-1 study-planning system that became the product's primary dashboard and drove a 30-40% lift in non-video content engagement (flashcards, notes, question bank) post-launch.
- Architected a scalable schedule editor and multi-schedule framework that later integrated into institutional and faculty products, enabling custom curriculum delivery and content permissions, and proving the system could flex for B2B without forking.
- Led the ground-up redesign of the mobile flashcard app, defining navigation architecture, content scaling for iPad, and spaced-repetition flows, with complete UX documentation for implementation.
- Owned the platform's design system and illustration library over four years.

Product & Marketing Designer

2018 – Present

Freelance / Bright Design · Remote

- Designed a real-time inside-sales analytics dashboard for Norwegian Cruise Line: fleet tracking, ticket-sales pace, and proprietary operational metrics. Conducted on-site user interviews at Miami HQ to inform the filtering system and dashboard views.

SKILLS

Design: Product Design, Interaction Design, Information Architecture, Design Systems, Visual Design, Brand Design, Illustration, Responsive & Mobile Design

Research: User Interviews, Usability Testing, A/B Testing, Survey Design, Behavioral Analytics (FullStory, HotJar), Journey Mapping, Competitive Analysis

Tools: Figma, Framer, Adobe Creative Suite, Miro, FullStory, Notion

Methods: Systems Thinking, Cross-Functional Collaboration, Agile/Scrum, HEART Framework, Design Documentation