

Nick Cuda

Los Angeles based Product Designer
Designing at Paramount+

Summary

I have 10+ years of experience designing seamless user experiences for startups and businesses with millions of customers.

Outside of work, I can be found completing a home-improvement project, visiting a national park, and playing beach volleyball.

Education

Drexel University

Jul 2011 - Jun 2014

B.S. in Graphic Design

Mohawk Valley Community College

Jul 2009 - Jun 2011

A.A.S. in Graphic Design

Extras

The Un-Employer Newsletter

Bringing a bit of lighthearted humor to the experience of job searching.

Design Mentoring

I've held hundreds of calls to help newer designers navigate their careers.

Contact

nick.r.cuda@gmail.com

www.nickcuda.design

Experience

Senior Product Designer, Paramount+

Jan 2025 - Present

- Experimenting with entry points for short form content to increase content discovery and watch time
- Designed ways to show locked content to drive upgrades

Senior Product Designer (Contract), Altruist

Sep 2021 - Feb 2022

- Facilitated card-sorting sessions & created working prototypes to demonstrate product value & influence stakeholder buy in.

Senior Product Designer, Intuit Mailchimp

Apr 2021 - Sep 2024

- **Growth & Acquisition: Nav & Pricing page redesign**
 - Led the research & redesign of our pricing page resulting in a 13% increase in paid bookings & a more seamless experience for users.
 - Redesigned our pricing navigation resulting in a 22% increase in product page interactions.
- **Generative AI: Painted door test**
 - Created flow-charts & detailed prototypes that showcased technically complex experiences across multiple audiences.
- **Wayfinding: In-app homepage redesign**
 - Led the homepage redesign from research & prototypes to final design resulting in 15%-37% increases in key KPIs.
- **Reporting & Analytics: Dashboard & smart recommendation designs**
 - Collaborated with data-science to improve personalized content recommendations while maintaining a cohesive look and feel.

Product Designer, Inspire Clean Energy

Feb 2019 - Mar 2021

- Ran user interviews for Alpha/Beta releases of a mobile utility app
- Led the print & digital creative direction of a partnership with Lime scooters.

UI/UX Designer, Faraday Future

Mar 2018 - Dec 2018

- Led the design of a flagship vehicle configurator & reservation system updates.

UI/UX Designer, Legend 3D

Aug 2017 - Mar 2018

Visual Designer, EPAM Systems

Jul 2014 - Jul 2017