

Hey, I'm Nick—a Los Angeles-based product designer with a jack-of-all-trades background.

I've been a designer for about 16 years, with the last six years spent in the construction-tech space pushing the boundaries of mobile and headset Augmented Reality. I enjoy learning how things are built and thinking about how people will see and interact with the things I create. That's why I love product design. It's a mix of strong visual skills, technical know-how, and user-centered thinking.

EXPERIENCE

SITELINK | PRINCIPAL PRODUCT DESIGNER 2023 - PRESENT

Startup construction tech company building an AR product for field use during all phases of construction.

- » Started product design from the ground up, with an initial beta app launch in under 5 months.
- » Created a design system for use across web and iOS with a cohesive look and feel while still taking advantage of native iOS controls and patterns.
- » Regularly lead onboarding and feedback sessions with customers, adjusting design direction as needed.

SPECTAR | LEAD PRODUCT DESIGNER 2019 - 2023

Construction tech company focused on BIM (3D model) visualization using Microsoft HoloLens.

- » Created a design system with first-of-its-kind AR interactions, workflows and UI.
- » Responsibilities included: IA, Interaction design, UI design, Road-mapping, User research + testing, Presentations/Demos, Prototyping, and more.
- » R&D directly with the Redmond HoloLens team to push the boundaries of the HoloLens and our app.

AYZENBERG | UI DESIGNER 2016 - 2019

Privately-owned agency known for its cutting edge work in the video game and electronics industries.

- » Heavily involved in strategy, IA, wireframing, and prototyping for a handful of major website redesigns. Clients included Microsoft, Amblin Entertainment, NextVR, Oculus, EPIX, Netflix, and more.

RUSS REID | UI DESIGNER 2013 - 2015

Agency specializing in nonprofit branding and marketing campaigns.

SAVE THE TA-TAS | GRAPHIC DESIGNER 2009 - 2013

Clothing/merch brand raising awareness and funds for breast cancer research.

CSU NORTHRIDGE | BACHELOR OF ARTS: GRAPHIC DESIGN 2013

PROFICIENCY

