

# MISTY NICKLE

## UX DESIGN & RESEARCH



## About

I am a UX Designer & Researcher passionate about Human Centered Design and Systems Thinking. I believe in examining problems completely and accurately before acting, ensuring that I have a grasp of all users & touchpoints affected. In my spare time, I am an experiential artist with my most recent work centralizing around leading projects focused on creating spaces for collaboration, play, and empowerment of individuals within communities. Research, empathy, validation, and iteration are not just a philosophy, but a way of life in everything I do.

## Skills



- Creative Direction & Strategy
- Systems Architecture
- User Experience Research
- Quantitative Research
- Qualitative Research
- Website Content Audit
- Heuristic Evaluation
- Analyzing Metrics
- Journey Mapping
- User Personas, Stories, Flows
- Empathy Building Exercises
- Creating Insights
- Wireframes & Mockups
- Low Fidelity Prototyping
- High Fidelity Prototyping
- Visual Design
- HTML, CSS

## Education



**University of Washington | 2006**  
Bachelor's of Psychology

**Austin Center for Design | 2015**  
Interaction Design & Social Entrepreneurship

## Keywords



User-experience design, human-centered design, interaction design, qualitative research, quantitative research, design thinking, insight gathering, design strategy, ethnography, field research, contextual inquiry, user testing, systems thinking, lean ux, creative leadership, product design, process improvement, project management, communicating with stakeholders

## Experience

**UX Designer & Researcher | Aunt Bertha Inc**

**2016-2018**

Industry: Tech startup, Social Services, Healthcare, Search engine

In-house UX Design, Research, Systems Thinking, and Project Management for social services search engine. Identified points of failure along path from client interest to purchase and maintenance of product & services. Research with users and site analytics for validation of new features and product & service improvement. Created user personas, journey-maps, wireframes, mockups, and final designs for external & internal products, as well as service design solutions. Led projects related to overhauling taxonomy architecture & participatory solutions related to new product designs & offerings. Encouraged company-wide empathy for users & other departments via presentations and team collaboration.

## Design & Fabrication Lead | Austin Artistic Reconstruction

2017-2019

Industry: Artist Collective, Immersive Experiences

This project was the culmination of a decade of dreaming, making, & learning with various artist collectives. Alongside my Co-Lead, we collaborated on a design proposal for the centerpiece of a local art event, including story, theme, and general feel of a 3-story immersive space, as well as managing the fabrication team of upwards of 50 volunteers with some 30+ individual art pieces, budgeting, and timelines. Two years in a row, we were awarded \$10,000 to facilitate each piece and set the record for the fastest & most efficient build in the event's 20 year history. This piece was one of the most immersive & inviting in the event's history for both community and crew, as well as empowering for team & new members.

## Founder / UX Designer | Realm App

2015-2016

Industry: Tech startup, Research & Implementation,

A geolocation app co-created during my Austin Center for Design certification program. The assigned task was to create a product or service that provided solutions for teens & how social media may affect their mental health. We used contextual inquiry & interviews to parse out the problems teenagers face today to gain understanding & empathize with how they use technology. Finding patterns, synthesizing insights, rapidly generating ideas, prototyping, testing, and iteration, we aimed to tackle the problem of social media being a 24/7 place and what teens lacked most was a private place to just be themselves, even if that's ugly. Realm app mimics the anonymity of a bathroom wall, with user anonymity at its core, no private messaging, and content that fades over time, users can start fresh, a luxury long-forgotten in our digital world.

## Owner & Product Designer | Hipbone Apparel Company

2009 - 2015

Industry: Fashion, Women's accessory apparel

This project was established over a decade of encountering the same problems with access to socks and their functionality. The journey began with the intention to create a brick & mortar store, but quickly turned into product design when I identified a clear gap in this niche market. Researching existing designs & patents, I improved upon designs created an entirely new product without re-inventing the wheel. I collaborated with seamstresses, patternmakers, and friends to prototype and iterate upon the product for improved durability & functionality, as well as reduce material & fabrication costs.

## Project Management & Community Engagement | Various Organizations

2007 - 2015

Industries: University, Cybersecurity, Co-working, Community CMS/CRM, Art Installation, Startups

From 2007 - 2014, I was involved in a variety of organizations in a project manager or related role. These roles varied from managing the complexities of a multi-million dollar NIH program grant, to operations management in startups creating systems of organization & processes to encourage growth, producing industry-specific events & seminars, and managing brand & designs.

"Misty, you think so big, but never let the small details slip."

- UX Designer & Developer, Aunt Bertha

"You always bring so much thought & compassion to everything you do, every step of the way."

- QA Engineer, Aunt Bertha

"You are the client whisperer."

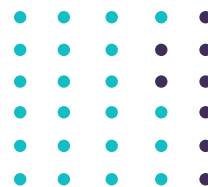
- Customer Success Manager, Aunt Bertha

## Tools

Microsoft Excel  
Microsoft Word  
PowerPoint  
Google Docs  
Google Sheets  
Google Slides



Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Sketch  
Keynote  
Asana



Trello  
Slack  
SquareSpace  
WordPress  
Pivotal Tracker  
Github

