Nick Holmer

Senior Product Designer

nholmer7@gmail.com
nickholmer.com
614.370.4747

Summary

Product Designer with over 16 years experience building web products, apps, and software. Motivated by solving complex problems with user-centric design experiences that meet unique business needs. Inspired by contributing to and fostering great team and company culture.

Experience

Feb 2018 - Aug 2023

Aware / Senior Product Designer

Recruited as the first product design hire early into Series A funding stage and tasked with evolving MVP concept into a suite of applications. Once complete, that evolution helped achieve product-market fit, fueling exceptional growth of over $13 million ARR and securing a $60 million investment round led by Goldman Sachs.

- Partnered with company leadership, Chief Product Officer, and product team to define overall product strategy and roadmaps, ensuring design was able to deliver on goals and maximize growth.
- Lead end-to-end design of features in collaboration with Product Managers and Engineering leads. Through a design-led process, shaped requirements and experience flows, built prototypes, and evolved features from conceptual phase to production-ready release.
- Frequently collaborated with highly engaged customers such as Starbucks, Wal-Mart, & T-Mobile to better understand user needs and to improve product experience. Worked as a stakeholder on customer advisory board to iterate on future concepts and features, and to continuously gather product feedback.
- Worked with data science team to understand and translate complex data models and visualizations into a simple and intuitive customer experiences. Responsible for the design of new methods of showcasing customer data insights within the product.
- Managed and mentored design interns through 1:1 meetings, regular reviews, and creative direction. Provided ongoing coaching and growth opportunities.
- Managed and provided creative direction to contract designers, guiding them through features on a dedicated roadmap.

Jan 2015 – Feb 2018

Willowtree (formerly Dynamit) / Senior Designer

Recruited to lead the design of web and mobile products and experiences spanning multiple industries. Collaborated directly with client leadership to ensure products were designed and built to delight their customers and meet their business needs.

- Led strategy and design for large-scale web products and experiences. Worked collaboratively with architects, product managers, and engineering leads from initial concepts to production-ready release.
- Created end-to-end design materials including wireframes, prototypes, and visual design across desktop, responsive-mobile, and mobile app experiences.
- Responsible for informing and influencing client leadership to align on overall strategy, business and end-user opportunities, and to assess and create design hypotheses to meet these needs.
- Worked closely with client engineering teams to develop a deep understanding of their unique data structures to create seamless solutions that worked within their constraints. Translated complicated data concepts into simple UI experiences.

Additional Experience

Sep 2012 - Jan 2015   **Insight (formerly Cardinal Solutions) /** Senior UX Designer

Aug 2011 – Sep 2012   **Blind Acre Media /** Interaction Designer

Apr 2010 – Aug 2011   **Fahlgren Mortine /** Web Designer

Oct 2009 – Apr 2010   **Grip Technology /** Web Designer

Education

Sep 2004 – Jun 2009   BFA Art & Technology
                           The Ohio State University

Professional Skills

Product Design
Interaction Design
UX Design
Wireframing
Prototyping
User Flows
User Research
Journey Mapping
Persona Development
Cognitive Walkthrough
Strategy & Vision Presentation
Design Decision Articulation
Data Visualization
Collaboration
Critical Thinking
Holistic Systems Thinking

Technical Skills

Figma
Sketch
Adobe Photoshop & Illustrator
LucidChart
Miro
Notion
Figjam
Working knowledge of HTML,
CSS, Javascript