NICOLE BOETTCHER
Product Designer

DESIGN EXPERIENCE

Freelance Designer 2012 – Present (periodic)

UX, website, and brand design for small businesses and artists.

Art direction & set decoration for film; props, posters, and film credits.

Artsy 2019 – 2021

An online marketplace for buying and selling fine art.

Senior Product Designer

Designed products and features for online auctions and consignments. Conducted user research. Evolved and maintained the design system.

- Lead design & strategy on new pillar product, "My Collection."
- Redesigned consignments landing page, driving 80% YoY growth in SEO sessions, and 117% YoY growth in quality submissions.
- Redesigned auction emails, doubling the conversion to purchase.

JW Player 2012 – 2019

A white-label video player and content management platform.

Lead Product Designer

Lead design and research and collaborated with engineers to implement the company's first design system.

Product Designer

Designed features for the video player, content management platform, and data & analytics dashboards.

Worked with multiple teams of PMs and engineers as the sole designer. Paired with front end developers to prototype interactions.

Digital Designer

Designed account settings, emails, and landing pages. Created style guides, annual reports, and designed the office interiors.

OTHER EXPERIENCE

Couched Liaisons 2021 – Present

Art practice and small business designing, sewing, and selling quilts.

Office Management 2010 – 2014

Scaled small media and tech startups from a few employees up to 80. Oversaw renovations, hired staff, procured benefits.

Oscilloscope Laboratories 2008 – 2010

Independent film distribution. Conducted acquisitions research, built relationships with exhibitors, and managed a DVD subscription club.

SKILLS AND TOOLS

Full-stack product design

UX + interaction design

UI + visual design

Information architecture

Wireframing

Rapid prototyping

Copywriting

Usability testing

Adobe Creative Suite

Figma

HTML/CSS

EXPERIENCE AREAS

Mobile and web apps

Design systems

Marketplace and eCommerce

B2B SaaS

EDUCATION & CLASSES

University of Michigan
Film and Video Studies
Creative Writing & Literature

Shillington School
Graphic Design

General Assembly
Front End Web Development