

# Nichole Stein

PRODUCT / UX LEADER

 305.519.5587

 hello@nicholestein.com

 Seattle, WA

 www.linkedin.com/in/nicholestein/

 www.nicholestein.com

## SKILLS

- Journeys > Wireframes > Prototype
- Feature Requirements > Design Systems
- User Research - Design > Conduct > Analyze
- Personas > Tenet Creation
- Qualitative & Quantitative Data Analysis
- Strategic Development

- Collaborative
- Entrepreneurial
- Storytelling
- Mentorship
- Curious
- Accessibility Advocate

## TOOLS

Axure, XD, Illustrator, Photoshop, Figma, FigJam, Usertesting.com, Qualtrics, Jira

## ACTIVITIES

Girl Scouts of America  
Farm Stewardship  
Amazon Employees for Climate Justice

## EDUCATION

Interaction Design Foundation  
Multiple Courses - Top 10% distinction  
2020 - 2021

Bachelors Game Art & Design  
Art Institute - Fort Lauderdale, FL  
2004 - 2006 - Best Senior Portfolio

Associates Graphic Design  
Art Institute - Fort Lauderdale, FL  
2002 - 2004 - Scholarship Artistic Excellence

"Orchestrating research, design, testing and story-telling to propel new technologies into engaging products."

## EXPERIENCE

### Climatebase Fellow

Climatebase.org / Seattle / Sept. 2023 - Dec. 2023

- Participating in a 12-week, interdisciplinary program focused on accelerated learning in climate industries
- Leading a capstone project to decrease climate anxiety of 16-25 year olds by creating media that highlights agency and solutions
- Product Mgmt for Indigenous farm. Organizing strategy & road maps

### Lead User Experience Designer / UX Researcher

Amazon / Seattle / Sept. 2022 - June 2023 / Xbox, PS, PC

- Implemented empathy-first accessibility into the development cycle :
  - Ran a11y specific team play sessions (e.g. color blind simulations)
  - Jira task creation & prioritization from sessions, testing & standards
  - Flows, Wireframes, Prototypes & Requirements for features
  - Amplifying inspiration with user-centric design posters
- Leading business matrix sessions for game concept selection

Amazon / Seattle / May 2017 - Sept. 2022 / Mobile + Multi-team Support (PC)

- Built the UX process for AGS' agile, mobile team & adapted it as we went from 9 > 20 > 60 people. Taught other team members how to take advantage of UX processes for game design
- Grew and managed UX team from just 1 (self) to a diversely skilled 7
- Created UX artifacts throughout concept > live game development. (Journeys, wires, prototypes, requirement specs, personas, competitor analysis, etc)
- Designed & Conducted qualitative testing through out development to help the team discover insights & prioritize features & improvements
- Collaborated with other teams often (BI, UX, research, a11y)
- Organized UX events & internal communication across multiple teams/locations
- Managed outsourced UI team
- Mentored UX designers interested in game development & joined interview loops to increase hiring of diverse backgrounds

### Lead UX Designer

Kixeye / San Francisco / May 2015 - May 2017 / Mobile

- Lead mobile UX for our global, F2P mobile game War Commander during production and live ops
- Analyzed Player feedback to create actionable solutions for real problems
- Collaborated daily with design, UI, engineering and product
- Lead brainstorming sessions > final mid-fi prototypes on all sized features
- Co-Created the process for production reqs with CD and Engineering Director that was used for all features by 4 locations