

Jack Nycz

404.610.2661 | jack.nycz@gmail.com | Seattle, WA

Summary

With 15 years of experience in the digital space, I specialize in creating scalable product experiences through design systems and thoughtful front-end collaboration. I bring deep expertise in component architecture and building complex tools that balance elegance with usability. I take a systems-minded approach to crafting intuitive user flows and cohesive interfaces. Hands-on and business-aware, I'm driven to shape the core experience of the next great product.

Experience

GoFan | Atlanta, GA

Product Designer | 09/2023 - 04/2025

- Boosted engagement by launching User Clipping and Highlight Creation tools — generating over 10 million clips and fueling user-generated content at scale
- Led top-down redesign of GoFan's high school sports streaming platform, including full build-out of the Colosseum design system in Figma and Storybook
- Integrated AI features into design, including profile creation assistance and recommended content on your custom dashboard
- Drove collaboration across design, product, and engineering to maintain alignment and velocity

PureCars | Atlanta, GA

UX Designer | 01/2023 - 07/2023

- Designed a SaaS tool to manage API-based lease/pricing data for all marketing for dealerships
- Established a flexible design system to support both legacy and in-progress features, streamlining UI consistency while accelerating new product development
- Designed user flows and designed components for email and print asset creation, streamlining print workflows with JSON-based automation
- Managed mobile application design and development

Genuine Parts Company (NAPA) | Atlanta, GA

UI/UX Designer/Developer | 01/2022 - 12/2022

- Designed and implemented a new eCommerce design system that increased conversion rates by ~60%
- Collaborated with UX research team to optimize user flow for item search
- Conducted data-driven research to standardize visual design across digital platforms
- Built a React.js StoryBook for developers to implement design system code
- Integrated platforms to streamline design process and documentation
- Demonstrated expertise in user-centered design methodologies and creating prototypes

Inovalon | Atlanta, GA

UI/UX Designer/Developer | 01/2021 - 01/2022

- Led the creation of a unified design system to bring consistency across multiple legacy tools as they were integrated into a new cloud-based platform
- Audited and mapped user experiences across acquired products, identifying inconsistencies in UI, UX, and login flows
- Standardized design language and components for a complex suite of healthcare tools, improving usability and streamlining development handoff
- Collaborated cross-functionally with product, engineering, and compliance teams to ensure the system was scalable, accessible, and aligned with business goals

AirTight Design | Atlanta, GA

UI/UX Designer/Developer | 08/2014 - 07/2020

- Led front-end design/dev for eCommerce, marketing, and B2B platforms across agency clients
- Worked directly with clients during sales and scoping to align business needs with design direction
- Delivered React/Vue/CMS-based builds, maintained systems, and managed asset handoffs

Southern Web | Atlanta, GA

Front-End Developer | 11/2011 - 08/2014

- Designed and developed websites for medium to large clients

- Extended coding knowledge and became a theme-developer for WordPress sites
- Helped expand a small team to a medium-sized business with multiple partners and income avenues
- Worked with multiple design teams, dev shops and our own project managers throughout the design and development process

Skills

Prototyping, UX Design, Cross-functional Teamwork, Creative Thinking, Wireframing, Figma Expert, Miro/FigJam, Design Systems, Mobile Design & Development

Education

Georgia State University | Atlanta, GA

Associates

Dean's List