

NICOLE DUPRÉ

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LEAD PRODUCT DESIGNER

Boosted user satisfaction and conversions through simple, meaningful interactions. Lead with empathy and thrive in collaboration with cross-functional teams using a data-driven, user-centered approach in every project. Hold a profound passion for crafting exceptional user experiences.

Core competencies include:

Design – Design Leadership | Product Management | Design Ops | User Experience Design | Interaction Design | Information Architecture | UI Design | Prototyping | User Research

Software – InDesign | Illustrator | Figma | Google Suite | Otter | Miro | Gitlab | Pendo | Confluence | Chromatic | understanding of HTML/CSS and Javascript

WORK EXPERIENCE

Lead Product Designer | Treez Inc

Jan 2022 – Oct 2023

As the first Senior User Experience Designer, established UX as a business function and subsequently progressed to the role of Lead Product Designer. Played a key role in launching the centralized system — a major component of the latest enterprise solutions for retailers.

- Positioned UX as a strategic business priority, leading to the growth of the design team from one to five.
- Led effort to create a design system from scratch. Worked closely with front-end team to create an easily consumable UI library for developers, ensuring consistency and efficacy across design initiatives.
- Directed design initiatives across four distinct squads, focusing on user roles, organization management, catalog, discounts, inventory and more.
- Rolled out a centralized system, achieving marked improvements in operational efficiency and user experience.
- Conducted 50+ user interviews and usability tests, yielding crucial insights for recent product launches.
- Detailed walkthroughs of specific projects upon request, as direct links are restricted for confidentiality reasons.

UX Designer | Freelance

Jan 2013 – Dec 2021

Created digital experiences and print materials for a diverse range of clients. My role involved:

- Collaborating with multidisciplinary teams to deliver innovative and cohesive design solutions.
- Applying UX insights to improve interface usability and enhance customer engagement.
- Managing projects from inception to delivery, ensuring quality and timeliness.
- Continuously adapting to new trends and technologies in product design and UX.

Some collaborations:

- **Government Lab of Chile** – Collaborated multidisciplinary team focused on optimizing public health services in Chile. Successfully building a pilot, and establishing new methodologies that became the foundation for future service provided by the Lab. Case of study: <https://bit.ly/3DdZd5s>
- **Farm Fresh** – Created a mobile app that connects users to local farmers and seasonal produce. Collaborated through research to Front-end. Case study: <https://shorturl.at/crzKS>
- **New Sanctuary Coalition** – Redesigned for non-profit organizations to improve presence and engage users with their mission. Collaborated from research to prototyping. Case study: <https://shorturl.at/juxGL>

User Experience Designer / Information Architect | Multiplica

Sep 2011 – Jan 2013

Created digital experiences for various clients, integrating multidisciplinary teams to bring innovative design solutions based on user-centered research.

- Designed a tool to apply for government funding and awarded the “Efficient Government” prize for facilitating access to information about 50 founding programs while guiding users on the application process.
- Designed omnichannel experience for the Estate Bank of Chile, collaborating with stakeholders across the institution and end-users. Conducting interviews, field observation, and auditing content to create new user flows and information architecture. Crafting wireframes and prototypes across platforms.

Information Architect and User Interface Designer | Estupendos

Apr 2010 – Dec 2011

Designed websites for citizen initiatives, NPOs, brands, and blogs with particular emphasis on interaction patterns and User Interface components. Brought best practices and a user-centered approach to create innovative digital solutions.

Junior User Interface Designer | Betazeta Networks

Jan 2010 – Apr 2010

Designed digital campaigns across the blogs of the network, reaching 1.5 million readers per month.

Co-founder & Director of Research | Humming – Trebol-it.

Apr 2009 – Jan 2010

Led UX research, coordinating project lifecycle from sales to development. Led usability testing and research, enhancing collaboration with Trebol-it's engineering team and external clients.

EDUCATION

UX/UI Bootcamp Certificate | Columbia University, New York, NY

Apr 2021 – Sep 2021

- Graduated Valedictorian of the class.
- Intensive 24-week long boot camp dedicated to UX/UI Design.

Bachelor of Fine Arts (BFA) Graphic Design | Universidad Católica de Valparaíso, Chile. 2004 – 2008

Graphic Design Licenciante | Universidad Católica de Valparaíso, Chile. 2004 – 2008