

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 cannabis 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, 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

Government Lab of Chile – Collaborated multidisciplinary team focused on optimizing public health services in Chile. Analyzed user research, created benchmarks, mapped user journeys, and developed prototypes that informed design iterations. Our work successfully served as a pilot, 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 prototyping and developing designs using HTML/CSS. Case study: <https://shorturl.at/crzKS>

New Sanctuary Coalition – Redesigned for non-profit organizations to improve presence and engage users with their mission. Collaborated through all five stages of the design thinking process, 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 of their products. Conducting interviews, field observation, and auditing content, to create new user flows and information architecture. Crafting wireframes and prototypes for CMS, ATMs, websites, and mobile apps.

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, orchestrating the project lifecycle from sales to development. Spearheaded 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. Skills learned include Figma, AdobeXD, HTML5, CSS, JavaScript, Bootstrap, jQuery, User Research, Wireframing, and Prototyping.

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

Graphic Design Licentiate | Universidad Católica de Valparaíso, Chile. Mar 2004 – Sep 2008