

Nick Merritt

Senior Product Designer

Bio

I have over 15 years of design experience, with the last 6 years focused on UX/UI and Interaction Design. I love finding elegant solutions to complex problems through research and user-centered design.

Experience

Senior Interactive Designer | NZXT

Mar 2021 - Jan 2023

www.nzxt.com | www.nzxt.com/build

- Responsible for end-to-end design for all aspects of NZXT.com.
- Led the design for large scale interactive experiences like NZXT BLD Hub, PC Configurator, and Keyboard Configurator from concept to launch.
- Presented flows, concepts, interactive prototypes, and creative vision to Leadership teams and stakeholders.
- Led strategic design initiatives to build products that balance user needs with business goals.
- Led the design of several new web components to offer more flexibility for Design, easier content authoring for Product, and reduce complexity within our CMS. Resulting in higher quality output while increasing efficiency for all teams.
- Partnered with Engineering to help lay the foundation for a new, unified design system for both web and software.
- Partnered with visual designers and artists to craft high quality web assets, including lifestyle photoshoots, product renders, icons, illustrations, and video.
- Led the design teams as we full transitioned from Sketch to Figma, giving training sessions around components, variants, and prototyping.
- Partnered with Research and Product teams to synthesize research into UX artifacts, including user stories, flows, IA diagrams, and more.

Design Manager | MIND Research Institute

July 2017 - Feb 2021

www.mindresearch.org | www.stmath.com

- Managed, developed, and mentored the Design, Content, and Marketing teams.
- Led the Design team by elevating production standards, establishing design principles, and ensuring consistent quality.
- Influenced and interpreted the product vision to drive strategic execution of design through my team.
- Led the team through multiple rebranding initiatives for our organization (MIND), ST Math, and several other products.
- Responsible for creating and maintaining Brand & Identity for the organization and its multiple products through the use of style guides and design systems.
- Responsible for design and development of all websites and online products including mindresearch.org, stmath.com, mathmindsgames.com, and more.
- Responsible for design and production of all graphics and media, including digital, web, print, video, social, and collateral from concept to completion.

Experience continued on page 2

Contact

nick@nick-merritt.com

Links

nick-merritt.com

linkedin.com/in/nmerritt

Skills

Research & Test

User surveys
Usability testings
Personas
Competitor analysis
Card Sorting

Design

User flows
Experience mapping
IA Diagrams
Wireframes
Prototypes
Mockups
UI Design

Other skills

User Empathy & Advocacy
Communication
Relationship Building
Leadership
Problem Solving
Adaptability
Committed to Quality

Tools

Design

Figma, Figjam, Illustrator, Photoshop, Sketch, Adobe XD, Miro, After Effects

Project Management

Jira, Confluence, Slack, Notion, Trello

Experience (continued)

Creative Director | Freelance (Contract)

July 2015 - July 2017

Worked with a variety of clients, including ad agencies, corporations, and individuals and performed the roles of Art Director, Design Consultant, Brand Designer, and Product Designer, to name a few.

Senior Art Director / UX Designer | Kitbash Brand Design

Oct 2013 - July 2015

www.getkitbashed.com

- Introduced a more use-centered design approach, and implemented UX research and strategy into our process.
- Met with clients throughout the process to discover needs, review concepts, and present final deliverables.
- Designed and art directed client branding and identity packages.
- Designed and art directed client websites from concept to completion.
- Led the rebranding of the Kitbash agency.

Art Director / Senior Web Designer | THINK Webstore

Sep 2010 - May 2014

- Art directed and mentored junior design team to uphold quality standards, and foster growth.
- Led design for brand & identity packages, print, digital, web, photography, social, and all collateral.
- Created and evangelized new vertical marketing strategy to increase revenue streams and client brand awareness through social media offerings.
- Amplified the design agency through a rebranding initiative, including new logo, website, and identity package.
- Partnered with developers to drive innovation and adoption of new web technologies and capabilities.

Education

Art Institute of Atlanta

2007

Northwest MS Community College

2004 - 2006

References

Available upon request.