

# Toni M. Nicolas (she/her)

## Senior Product Designer (UX/UI) · Platform & Digital Products

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### SUMMARY

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Senior Product Designer with 7+ years of end-to-end experience leading UX and platform initiatives across education, SaaS, and agency environments. Proven ability to frame complex problems, design scalable solutions, and drive cross-functional delivery from discovery through launch. Strong foundation in UX systems, accessibility-first design, front-end fluency, analytics-informed iteration, and platform governance.

### WORK EXPERIENCE

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#### Senior Product Designer

Skagit Valley College · Dec 2023 – Present · Mount Vernon, WA · Hybrid

- Own product strategy, roadmap planning, and UX execution across the full platform lifecycle, partnering with Marketing, IT, academic departments, senior leadership, and external vendors
- Led end-to-end delivery of a 600+ page CMS migration (WordPress → Omni CMS), resolving governance failures, accessibility risk, and content sprawl through a phased roadmap designed and owned from scratch
- Standardized 120+ academic program pages into a student-centered design system — reducing bounce rates by up to 79% and increasing Apply Now interactions by 22%
- Proposed and delivered a centralized policies library from scratch, resolving critical compliance gaps and establishing sustainable governance workflows that didn't previously exist

#### UX Designer

RTOWN · Jul 2021 – Jan 2023 · Vancouver, BC · Remote

- Led product design and user research from discovery through launch for client-facing digital products across e-commerce, portals, and internal tools
- Designed a guest portal for a long-term stay platform, contributing to a 20% increase in booking retention
- Directed a headless e-commerce UX rebuild enabling scalable architecture and streamlined inventory management across four brands, contributing to a 20% increase in agency MRR

#### UX Designer · Web Application

SWITCH Song Library App (Contract) · Jul – Aug 2023 · Vancouver, BC

- Pitched and validated a 0→1 web app serving ~70,000 users/month to replace a 2,000-page PDF song library — owned problem framing, wireframing, UX/UI design, and dev coordination under a tight timeline
- Led rapid in-context testing during a live weekend launch, shipping on-the-spot fixes based on direct user behavior

#### Web Developer · CMS Migration Specialist (Contract)

SBCTC · Oct 2024 – Jan 2025 · Remote

- Supported UX and content execution for a large-scale CMS migration to Modern Campus templates for a statewide higher education system
- Conducted content audits, sitemap analysis, and accessibility-focused cleanup to improve navigation quality and platform consistency

### ADDITIONAL EXPERIENCE

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- Senior Graphic & Web Designer, DMB Solutions (2023) — Led end-to-end delivery of company website and client portal; contributed to sales growth from ~\$30K to \$150K annually
- Lead Tech Instructor, Black Girls Code, New York (Aug 2024) — Led AI and game design workshops for 25–50 students aged 11–18 over a 2-week summer coding camp
- Web Designer, Moonman Studios (2020–21) — Designed and developed branded e-commerce and business websites; contributed to 15% sales increase and 25% traffic growth across client accounts
- Learning Experience Designer, Cosmo Global, Japan (2020) — Designed interactive curriculum and cross-cultural instruction for middle school students across three schools
- Graphic Design Tutor, Rasmussen (2019–21) — 1:1 instruction, problem diagnosis, and independent learning facilitation
- WordPress Developer & Web Designer, Freelance (2018–21) — End-to-end websites and visual identities for small businesses across multiple industries

### EDUCATION

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**Rasmussen University** BS, Graphic Design · AS, Web & Interactive Design

**British Columbia Institute of Technology** Certificate, Technical Web Design

## SKILLS

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**Design & Strategy:** Product design, UX systems, interaction design, wireframing, prototyping, usability testing, information architecture, design systems, accessibility (WCAG), analytics-informed design

**Platform & Delivery:** CMS strategy & governance, content architecture, roadmap planning, cross-functional delivery, stakeholder management, requirements definition, product discovery

**Tools:** Figma, Miro, Notion, GA4, Smartsheet, Adobe CC (XD, Photoshop, Illustrator, InDesign), HTML, CSS, JavaScript, React, PHP, MySQL, Python