

Nicole Concepción

USER EXPERIENCE DESIGNER

EXPERIENCE

Extractable

San Francisco, CA
August 2016 – October 2016

Lending Club

San Francisco, CA
August 2015 – August 2016

Catabolic Design

Oakland, CA
October 2014 – June 2015

Globant

San Francisco, CA
July 2013 – October 2014

Facebook

Menlo Park, CA
January 2013 – June 2013

Freelance

2012

SUNY Medical Center

Brooklyn, NY
June 2009 – October 2011

EDUCATION

Columbia University

New York, NY
September 2007 – May 2009

Wesleyan University

Middletown, CT
September 2001 – May 2005

UX Lead

Redesigning Charles Schwab's Registered Investment Advisor (RIA) and prospective RIA experience. Lead weekly client workshops and presentations to stakeholders. Defined new navigation, homepage, L1 templates, and responsive modules for scalability.

Experience Designer

Responsible for research, design, and user testing of multiple products within the personal loans funnel, notably: joint application, Balance Transfer, Account Dashboard and Direct Pay. Since launch, Direct Pay has earned \$58M in issuance (as of June 2016) and continues to grow. Synthesized research for persona development for website redesign initiative. Created A/B testing plans for "out of the box" ideas in the personal loans funnel. Hired designers and lead team-building creative workshops for Experience Design (xD) team.

Product Designer

Responsible for research, interaction design, information architecture, and product strategy. Worked on mobile and web-based projects related to healthcare technology and innovation. Researched user behaviors and developed personas for multiple projects including an interface for industrial-processing software and a complex health tracker.

UX Designer

Design strategy: scenarios and personas, user journeys; information architecture: user flows; interaction design: wireframes, mocks, interactive prototypes for desktop and mobile; research and testing: evaluation of competitors, user research and goal definition, usability testing, and report writing for numerous high-profile clients.

Interaction Designer

Specialized in optimization of notifications to increase content production and consumption for FB mobile. Coordinated with product design and engineering teams to iterate on strategies and design implementation. Onboarding push-notification designs converted ~400M new users.

Moved to San Francisco and taught myself UX design, starting with designing [Memestagram](#) for the Apple App Store.

Senior Research Specialist

Investigated various medications for Phase I, II, and III research studies. Liaised with local IRB, FDA, sponsors, and psychiatric patients and staff. Wrote study proposals, edited, and proofread study protocols submitted to the IRB and FDA. Attended Investigator meetings, spearheaded patient recruitment, conducted neuropsychological assessments, interviews, and data collection.

M.A. Psychology

Thesis: *Attention! Selective Perception Affects Visual Sensory Processing*

B.A. Psychology & Art



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