Nick Pugliese

Collaborator • Designer • Problem Solver

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Product Design • User Interface (UI) • Customer Journey • Brand Activation • Project Management

User Experience (UX) Design professional with progressive experience powering design systems, connecting digital assets and incorporating data-driven decision making from early conceptualization to product launch. Excels at translating complex information and user flows into innovative design solutions that deeply engage customers and create brand heat. Exceptional project management skills with the ability to partner with cross-functional resources, optimize project workflow and maximize productivity.

Design Systems	Product Development	Visualization Techniques
Brand Strategy	Digital Investment/Ecosystems	Solution Architecture
Client Relations	User Interface (UI) Patterns	Strategic Planning
Research & Analysis	Cross-Functional Collaboration	Complex Problem Solving

Professional Experience

SimSpace
Boston, MA
UX Designer
3/21 – Present

- Collaborate with product owners, stakeholders, developers and other designers to maintain a design and advocate for a cohesive experience throughout our platform
- Execute design throughout their UX lifecycle, from concept to handoff, doing preliminary user research and IA to IxD, UX, visual design, prototyping, implementation, and testing.
- Work together with members of the UX team to design and document components for our design system, Monorail
- Present designs to other designers, developers, stakeholders, and other internal teams, collecting and incorporating design feedback for iteration

Criteo
Boston, MA
Advanced Creative Designer
4/20 – 3/21
Creative Designer
12/16 – 4/20

Responsible for ideating, planning and executing integrated digital programs that drive results for a global technology company that enables brands and retailers to connect to their customers with best-in-class advertising technology solutions.

- Interface with clients to develop, translate and execute visual digital advertising strategies optimizing for design systems, space and experience throughout the client's digital ecosystem
- Lead cross-functional resources throughout the design lifecycle while conveying a clear vision related to strategy and execution; develop end-to-end digital advertising solutions with an eye towards creating a tailored UX and journey
- Assist in road mapping activity including conducting current state assessments, defining future state vision, resource planning resource requirements and growing business through client onboarding, marketing design, and data visualization
- Leverage analytics, technology and consumer insights to drive market relevance; analyze metrics, KPIs and dashboards to draw insights, facilitate sound decision making and inspire high impact design systems
- Selected as the President of Criteo's chapter of Toastmasters ultimately responsible for customizing and rolling out a company-wide program for speech and leadership; additionally, completed several leadership/management courses

Dealer.com
Burlington, VT
Advertising Media Designer
08/13 – 12/16

Designed and developed creative solutions in existing design systems for automotive clients to run at scale. Client list included world-class brands such as Jaguar, Audi, Ford, Maserati, BMW, Chrysler, Dodge, Jeep, Ram and Fiat.

- Managed multiple projects simultaneously while prioritizing based off of evolving client needs; collaborated with external compliance teams to ensure creative solutions met client and brand needs and standards
- Conceptualized projects from ideation to completion with an emphasis on connecting digital design strategies to enterprise KPIs, creating brand heat and generating awareness
- Remained current on usability trends, web design techniques and emerging technologies cross-platform compatibility

Education & Expertise

Champlain College

Graphic Design & Digital Media (B.S.) • VT 2013
Commencement Speaker

General Assembly

Certificate • Q1 2020
User Experience Design

University of Minnesota

Certificate • Q1 2020
Introduction to User Interface Design

Software Design Programs, Tools & Development Languages

Adobe Creative Suite, Sketch, Invision, Marvel, Miro, Microsoft Office, Bootstrap, Mailchimp, HTML5, CCS, JavaScript