

Nick Dominguez

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Accomplishments

Designed and built a new marketplace and community for creative professionals

In September 2015 I joined the co-founding team at AVVAY where I designed, built, and launched a marketplace startup to serve the creative community. My design, UX and conversion strategy contributions drove customer and revenue growth by 4X. I also participated in hiring and building out a team of engineers and sales staff in Nashville.

Successfully applied and accepted into #2 seed-stage startup accelerator in the U.S

In February of 2018, my team and I were accepted into the Techstars Boulder 2018 class. I successfully completed the program, helped pitch at Demo Day and was part of a team that raised a \$1.7MM seed round of funding from institutional and individual investors.

Helped a financial services startup execute its vision to bring to market a better and more humane approach to debt collection

As employee #3 I was a key member of the TrueAccord team. I designed and built the early key parts of the product. I also worked directly with the founding team to craft product positioning and design strategy. My contributions helped secure large institutional customers as well as double revenue from the improved customer experience.

Skills

Systems design, UX design, customer research, visual design, product positioning, illustration, HTML/CSS development, wireframing, flow and task diagramming, prototyping.

Programming

HTML / CSS

Tools

Figma, Sketch, Git, VSCode, Adobe Creative Suite

Experience

Co-Founder & Lead Designer | Sept 2015 - Aug 2019 AVVAY.com

Run product design experiments to increase customer growth and conversion. Work directly with the engineering team providing all frontend development. Own and analyze customer experience metrics. Lead UX and visual design across the entire product line.

Senior UX Designer | Nov 2016 - Feb 2018 Tenable.com

Collaborated with product management and sales teams to analyze and solve UX deficiencies. Led product design inside various internal feature teams. Prototyped and tested improvements with key stakeholders and customers.

Lead Product Designer | Sep 2013 - Nov 2016 TrueAccord.com

Worked directly with data science and customer support teams to analyze and process UX strategies. Led all product and marketing design. Direct report to company leadership on visual and brand strategy. Built and maintained design system with the engineering team.

Lead Designer | May 2011 - Sep 2013 Equisolve.com

Led design and front end development across agency and client projects. Managed and directed contract overseas engineering talent. Responsibilities included wireframing, visual design and front end development for customer IR websites.

Lead Designer | Apr 2008 - May 2011 Bandzoogle.com

Managed visual design maintenance for CMS template library. Visual design and front end development for consumer-facing website. Worked directly with engineering team to implement UI design.

Education

Techstars Startup Accelerator Boulder, Colorado | Class of 2018

Art Institute of Fort Lauderdale, FL Associates of Arts, Visual Communications