Nick Jackson

Location Independent

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Senior Product Designer

Senior Product Designer with 10+ years of experience designing mobile and web products. Proven ability to translate user research and insights into impactful design solutions, from wireframes to high-fidelity prototypes, driving product innovation and usability. Experienced in end-to-end product design, improving core user journeys, and partnering closely with product and engineering teams to deliver seamless, high-quality user experiences that align with strategic product goals. Ability to present technical information to non-technical stakeholders.

Core Strengths

Leadership – Product Strategy & Design – Mobile App Design (iOS & Android) – Responsive Web Design
UI/UX Design – User Research & Usability Testing – Figma & Prototyping – Collaboration – Project Management
Process Improvement – HTML – WordPress – InDesign – jQuery – CSS – Adobe Creative Suite

Professional Overview

DraftKings - *Remote*   2024 - 2026

Senior Product Designer

- Supported end-to-end mobile design, improving key user journeys and feature engagement within the Lottery division
- Collaborated closely with Product and Engineering to ship user-focused features
- Conducted usability testing and research to identify friction and improve flows
- Designed scalable mobile interfaces using advanced Figma components and prototyping

Jackpocket (Acquired by DraftKings) - *Remote*   2022 - 2023

Senior Product Designer

- Led and supported end-to-end product design across mobile and web platforms
- Led discovery through high-fidelity execution on key product initiatives
- Partnered with Project Managers to balance user needs with business and compliance goals
- Delivered accessible, high-quality lottery experiences across multiple states
- Utilized Figma to display concepts, ideas, wireframes and prototypes
- Collaborated with the product team to design and deliver optimal, customer-focused solutions

DeliveryBizPro (GetSwift) - *Remote*   2016 - 2021

Senior Design Manager

- Led UI/UX design for delivery logistics platform improving operational workflows
- Designed dashboards and tools used by dispatchers and delivery teams
- Presented product strategy and design direction to executives and key stakeholders
- Balanced team leadership with hands-on product design execution
- Managed and oversaw multiple design/frontend teams across the globe
- Collaborated with Product teams to implement strategy, roadmap, and feature definition for that product
- Made intentional design decisions to transform user experience journeys into seamless, intuitive interactions
- Utilized visual UI design skills including Web Design, Mobile/App Design, Wireframing, Prototyping, User-testing, WordPress design, branding, logo, and icon development

Education

AS, Design - Platt College