

# Nick Di Stefano (he/him)

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Portfolio: [nickdistefano.com](https://nickdistefano.com) | Password: design-map-facilitate-2023

## SENIOR USER EXPERIENCE AND PRODUCT DESIGN LEADER

Award-winning strategic and collaborative UX leader with 12+ years' experience who, within one year, drove a 30% engagement boost, 59% user growth, and \$5.5M savings. Expert in human-centered design, accessibility, Design-Ops, and digital transformation for civic and Fortune 500 sectors: insurance, healthcare, and finance.

## EXPERIENCE

### Lead Product Designer/Design Administrator — Humana, Experience Center (XC) — 12/2022 - Present

- Reduced operational costs by \$5.5M in 6 months, orchestrating an enterprise service design initiative about primary care, introducing co-creation and design thinking practices.
- Conducted 7 studies to inform the data governance strategy and info marketplace team and deployed 16+ updates, resulting in improved engagement and higher user satisfaction in 6 months.
- Streamlined localization efforts with AI-driven tools, leading to a 25% reduction in translation errors and a 30% increase in accessibility compliance in 8 months.

### UX Lead/Team Manager, Consumer Digital Banking — Santander Bank, N.A. — 01/2021 - 12/2022

- Accelerated customer engagement by 30% through the successful launch of 40+ digital features, enhancing application usability and access in one year.
- Introduced a streamlined design review system for a team of 6, cutting design iteration cycles by 30% and reducing design-related bottlenecks by 20%, improving overall efficiency.
- Revamped designs within a year, resulting in a notable 59% growth in active users, a 72% drop in customer complaints, and improved accessibility.

### Senior UX Researcher (Contract) — Vertex Pharmaceuticals — 06/2020 - 06/2021

- Guided extensive research initiatives in 6 months to document and redefine drug discovery and research processes, contributing to enhanced efficiency and strategic innovation.
- Won an innovation contest to lead a cross-functional team of 5 in conceiving and implementing a pilot lab employing cutting-edge technologies.
- Streamlined 13+ systems into one integrated solution within 6 months, resulting in a 50% decrease in costs and a 75% increase in efficiency.

### Senior UX Consultant (Contract) — mad\*pow — 06/2019 - 06/2020

- Drove cross-functional projects to launch new small business products; improved developer engagement with a new developer portal; increased WCAG conformance.
- Improved developer engagement by conducting a heuristic analysis and creating a roadmap for a new developer portal.

### Senior UX Consultant, Expert Services — Mendix, a Siemens Company, 11/2017 - 06/2019

- Reimagined UX for client-facing teams, resulting in a 20% increase in client engagement and new sales and client engagement models.
- Directed an accessibility audit and led the implementation of improvements, achieving a 40% increase in compliance scores and creating a VPAT.

### **Senior Product Designer — Homesite (American Family Insurance) — 11/2015 - 11/2017**

- Created the organization's first design system, design standards, and supporting documentation; and increased WCAG accessibility compliance by 60% in 9 months.
- In a year, reduced policy cancellations and increased policy transfers, reduced customer support call time for claims calls, and increased claims customer satisfaction.

### **Interactive Designer — OneBeacon Insurance Group/Intact Specialty Insurance — 06/2014 - 11/2015**

- Built and launched the company's first mobile app, supporting 15 business units.

### **Lead Designer — The ADK Group — 06/2011 - 06/2014**

- Implemented design systems and standardized processes to improve workflow efficiency, resulting in a 30% reduction in project timelines and costs.

## **RECENT VOLUNTEER & LEADERSHIP EXPERIENCE**

- Startup Mentor & Judge, MassChallenge — 2022 - Present
- Board Member & TypeCon Organizer, Society of Type Aficionados (SoTA) — 2019 - Present
- President, Boston Chapter; Director of North America, International; User Experience Practitioner's Association (UXPA) — 2012 - 2023
- City Co-Organizer, Boston; Action Design Network — 2014 - 2022
- NYC[x] Innovation Fellow; U.S. Digital Response — 2020 - 2021
- Behavioral Design Specialist; Ruminant — 2018 - 2020
- Director of Partnerships & Community Outreach, Director Of Education; AIGA Boston — 2014 - 2017

## **EDUCATION**

- MIT Sloan; Organizational Design for Digital Transformation — 2023
- Quantic School of Business and Technology; MBA — 2022 - 2023
- Suffolk University; MA, Graphic Design — 2010 - 2012
- Suffolk University; BA, Art History — 2005 - 2008

## **CERTIFICATIONS**

- Project Management Institute, Generative AI for Project Managers
- University of Helsinki, Ethics of AI & AI in Society
- Six Sigma Global Institute (SSGI)/Humana, Lean Six Sigma Green Belt Level II
- HECMontrealX, UX Management
- Medallia, Customer Experience Professional Certification
- Quantum Metric, Continuous Product Design Certified
- Scaled Agile, Inc., Certified SAFe 5 Product Owner/Product Manager (POPM)
- Scrum Alliance, Certified Scrum Master (CSM)
- IBM, Enterprise Design Thinking Co-Creator
- Acumen, Human-Centered Design Facilitation

## **AWARDS & RECOGNITION**

- VOICE Global Innovation Tournament Winner, Vertex — 2020
- Enhance Digital Workspace Award, Veolia Global IS&T — 2019
- DxB360 Social Innovation Challenge Winner, Design Exchange Boston & Motivate Design — 2015
- Competition for Innovative Ideas Winner, Suffolk University School of Business — 2014

## **PUBLICATIONS**

- Intro to UX & Human-Centered Design (Presentation), Experience Center Academy — 2023
- How to Build Your UX Strategy (Workshop), Black Tech Week — 2023
- Minimize risk and increase collaboration with design sprints, Part 1, Mendix — 2019
- Minimize risk and increase collaboration with design sprints, Part 2, Mendix — 2019
- Learn how to run a design sprint and better include your users, DZone Agile — 2019
- Building Apps for Accessibility and Inclusive Design (Presentation), Mendix — 2018
- Are These The Apps You're Looking For?, Mendix — 2018
- What is Behavioral Economics, and Why Should IT Leaders Care?, DZone Agile — 2018

## **SKILLS**

**Methodologies:** Agile, Design Thinking, Lean, Lean Six Sigma, SAFe, Scrum, User-Centered Design

**Industries:** B2B, Banking, Early Stage, Financial Services, Healthcare, Insurance, Manufacturing, Pharmaceuticals, SaaS

**Design:** Accessibility, Content Strategy, Design Critique Facilitation, Design Excellence Cultivation, Design Operations, Design Strategy Development, Design System Implementation, Design Trends and Best Practices, Experience Design, Ideation, Information architecture, Interaction design, Journey mapping, Mobile and responsive design, Prototyping, Service Design, User-Centered Design, User Experience (UX), User interface (UI) design, User personas, User psychology, UX optimization, UX strategy, Wireframing, Data Visualization

**Leadership and Management:** Budget management, Business acumen, Client and Stakeholder Management, DEI and Inclusive Design, Employee Engagement Enhancement, Mentorship and Coaching, Partnerships and community outreach, Product Management, Professional Development, Project management, Strategic Goal Alignment, Team Leadership and Management, Procurement and Vendor Management, Vision Implementation, People Management, Service Delivery

**Communication and Collaboration:** Civic engagement, Communication, Cross-Functional Collaboration, Digital Transformation, Innovation and Solving Problems, Process Optimization, Partner Engagements, Community Outreach

**Technical Skills:** AI-Driven Tool Management, Data-Driven Decision Making, Data Modeling, Git., HTML/CSS knowledge, Native App Design (iOS and Android), SASS/LESS, Software Design

**Research and Analysis:** Data analysis, Usability testing, User engagement optimization, User Research and Insights, User testing tools, UX analytics tools

**Tools:** Figma, Framer, Sketch, Marvel, InVision, Axure RP, Spline, Keynote/Powerpoint, Abstract, Adobe Creative Suite, UserTesting/UserZoom, Lookback, Optimal Workshop, Miro, Mural, WebAIM, WAVE, Jira, Trello, Asana, SharePoint, PowerBI, SurveyMonkey, Typeform, UserVoice, Google Analytics, Tableau, Confluence, Notion, Mendix, Github/Gitlab, Crunchbase