

Janine Nock

773.732.6888 | janine.nock@gmail.com | Greater Philadelphia | [LinkedIn Profile](#)

Site: <https://www.janine-ux-strategy.com/> Password: JanineNock-design81

USER EXPERIENCE (UX) DESIGN & STRATEGY LEADER

15+ years in customer-focused roles collaborating with multicultural teams to create exceptional user-focused, customer experiences and engagement strategies for next-generation products, platforms, and services. Strengths include Big Data, Artificial Intelligence (AI), and Machine Learning (ML).

Client-focused, human-centered design leader and product designer who combines research, rapid prototyping, interaction, visual design, and design thinking to transform complex problems into elegant solutions. Unlock insights and reframe assumptions through research, analysis, planning, problem solving, and design standards. Build relationships based on trust and integrity.

Passionate about ideating great experiences with expertise to drive vision into solid design deliverables.

Success:

- Influencing and communicating product design strategy, blending strong creative and detailed tech-focused skills.
- Designing across multiple platforms and collaborating throughout the design process and go-to-market efforts.
- Ideating and developing products from scratch and improving features with user-centered design practices.
- Working with cross-functional teams in ambiguous, fast-moving settings with minimal infrastructure.

Core Competencies

Dual-Track Agile, Lean UX & Agile Methodologies • Branded Experiences • Digital Transformation & Strategy Development • Customer Lifecycle & Journey Mapping • User Research • Content Strategy • Product Management • Data-Driven OKRs & Business Cases • Service Design • Qualitative & Quantitative Research • Design Thinking Workshops & Facilitation • Distributed Team Building & Leadership

PROFESSIONAL EXPERIENCE

FCB Health | New York, New York

Experience Design Lead

Aug 2022 - Present

Lead a small team of UX architectures of 10 (3 direct reports) that collaborate with project management, account executives, copy, art, product designers, and clients on a variety of different projects. **Current clients:** Pfizer, Sanofi, Gilead, Eli Lilly, Astra Zeneca, Daiichi Sankyo, Novartis, and Boehringer Ingelheim.

- **Pitch work**, working with different leaders to write strategy decks and run discovery research to acquire new business.
- **Leading a team** across multiple phases of a digital project lifecycle, focus areas are user experience design, planning, research, and creation. Help define and shape customer experiences across every digital touch point through coaching, mentoring, and fostering opportunities for team growth. In addition to actively communication progress with other disciplines across the account.
- **Leading workshops across disciplines** & providing opportunities for other team members to lead in facilitating brainstorming sessions.
- **Working with the greater design team** to help shape culture, processes, finding opportunities for talent to grow, and tools utilized by the design team. In addition to evangelizing experience design across account teams.

FREEDOM MORTGAGE | Moorestown, NJ

2019 – 2022

Senior Director of XD and Research/Director of XD and Research

Feb 2020 – May 2022/Nov 2019

Set vision and lead multidisciplinary design team of 20 (8 direct reports) to design digital transformation solutions across ecosystem of enterprise experience. Define, own, and influence XD roadmap. Head concept/strategy meetings and project planning for multiple journeys, resource allocation, and vendor contract negotiation. Collaborate with product management, data scientists, engineers, designers, and executive stakeholders to map current experiences and identify future opportunities. Run 1.5M budget.

- **Created usable solutions that provide competitive advantage**, designing user journeys, user flow, wireframes, and interactive low/high-fidelity prototypes across devices and interface, including automation and personalization at scale.

- **Devised and advocated new "Path to Purchase" strategy, concept, and testing to build new online customer portal** with centralized tools for ease-of-use, driving SEO for dot com and API-connected all-in-one system for white glove approach, and achieved buy-in for UX and business impact, resulting in increase in leads from \$10B to \$12B monthly.
- **Built Design Department to 20 members** through DE&I hiring, evolved XD operations, and scaled design systems, workflows, and tooling to identify opportunities to bring product design to the core of every solution across touchpoints.
- **Established in-house qualitative research team** to conduct desirability studies and exploratory calls for UX personas and customer journey maps to help designers create understanding and empathy with end users.
- **Aligned teams to growth opportunities and built out cross-channel structure of current/future roadmaps**, with full ownership of 6 swim lanes: wholesale, call center, back office, underwriting, enterprise, and research.
- **Drove alignment around empathetic XD outcomes**, managing projects from concept to delivery, including discovery, remote user research, customer insight, personas, journey maps, workflows, prototypes, and wireframes.
- **Integrated design research into agile practices**, leveraging research and data to validate product vision, change out sprint backlog, fine-tune processes, and deliver on deadline and budget. Facilitated workshops to uncover problem space and articulate actionable goals to drive future thinking, product discovery, and product strategy for design and branding.
- **Fostered a collaborative learning culture** through training, development, and mentoring in design thinking product strategy, service design, and innovation methodologies. Applied systems thinking and thoughtful insight into team dynamics to cultivate people ecosystems that empowered leads and enabled team to thrive.

FJORD FEDERAL | Washington, DC | *Design and innovation consultancy; part of Accenture Interactive.*

Service & Interaction Designer

Jul 2019 – Nov 2019

Managed design process to create user-focused product solutions for federal government, working with interdisciplinary product development team. Oversaw user requirements analysis, conceptual modeling, and usability testing. Applied storytelling to frame design solutions and produced personas, storyboards, scenarios, flowcharts, design prototypes, and design specifications. Designed rapid prototypes and validated ideas with users and real data. Mentored 6 junior designers.

- **Supported client stakeholders on 4 large projects**, performing qualitative/quantitative UX research to inform product/feature designs, focusing on blockchain strategy, design systems, big data, and conversational UI, including chat, voice, and IVR.

AQUENT VITAMIN T STAFFING | Richmond, VA

Senior Product Designer — CarMax

Dec 2018 – Jun 2019

Managed product design process and research for brand refresh and GPS solution, guiding cross-functional design-oriented teams. Drove strategy from quantitative and qualitative research, communicated strategy and vision to stakeholders through influence and presence at town hall meetings, and executed strategy collaboratively. Mentored 2 junior product designers.

- **Facilitated divergent thinking in core team** by running design thinking, game storming, and product-driven workshops, while pushing design boundaries beyond the functional, with clear insights, problem solving, and innovation.

Senior User Experience Designer — Virginia Premier

Sep 2018 – Dec 2018

Led UX design for user-centered digital products, collaborating with stakeholders to balance needs of company and target audience (Medicare and Medicaid) to drive customer engagement and business value in highly regulated environment.

- **Translated business strategic goals into measurable KPIs** for web analytics tools, NPS, and other usability tests, while defining, gathering, and documenting customer journey for multiple users.

CAPITAL ONE BRANDED CARD | Richmond, VA

2013 – 2018

Principal UX Architect & UX Lead / Senior Interactive Designer

2015 – Sep 2018 / Mar 2013 – 2015

Managed multidisciplinary UX team of 10 to design digital transformation solutions for Rewards and Credit businesses. Guided stakeholders on several projects, working with technical specialists and digital partners, owning UX research, design, wireframes, templates, prototyping, testing, validating, and development. Evangelized UX with executives and talent.

- **Led digital launch for Savor, Savor One, Second Look (Eno), and CreditWise**, creating highly successful omni-experiences, including customer segmentation test that cleared \$12B in 10 days (15% of traffic).
- **Promoted ease-of-use with design and development of interaction models**, user task flows, ecosystem designs, and intuitive UI details, using big data to inform and gather feedback for machine learning algorithms to deliver customized content that aligned with customer profiles while upholding brand image and maintaining compliance.

INDUSTRY LEADERSHIP

- **Invited to member-only group for design leaders** to share solutions to common problems and elevate design in business.

EDUCATION & CERTIFICATION

Master of Arts (MA), Behavioral Economics (2023) | THE CHICAGO SCHOOL OF PROFESSIONAL PSYCHOLOGY, Chicago, IL

Bachelor of Arts (BA), Visual & Critical Studies (2005) + **Bachelor of Fine Arts (BFA), Print Media** (2004) | SCHOOL OF THE ART INSTITUTE OF CHICAGO, Chicago, IL

Associate in Fine Arts (AFA), Photography (2001) | DELAWARE COLLEGE OF ART & DESIGN, Wilmington, DE

Advanced Qualitative Research (2023) | The Chicago School of Professional Psychology

Behavioral Change (2023) | The Chicago School of Professional Psychology

Market Research and Analysis (2022) | The Chicago School of Professional Psychology

Statistics (2021) | The Chicago School of Professional Psychology

Product Leader Certificate (2020) | Product School

Fjord Evolution Certification (2019) | The Service Design Academy

Behavioral Design (2017) | Adaptive Path

User Experience Certification (UXC) (2015) | Nielsen Norman Group