

Trevor Nielsen

Senior Product Designer

Designing digital products with enterprises and startups since 2013.

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EXPERIENCE

Ciddy (crypto, fintech, web3, startup)

Senior Product Designer | 2022-2023

- Designed & launched mobile app from 0 to 1
- 500k app downloads + 50k active users in 12 months
- Reached 1,200+ reviews averaging 4.7/5.0 stars
- Created crypto wallet circulating over \$50M transaction volume
- Built design system from 0 to 1 with engineering
- Contributed to library of 40+ custom illustrations

NOCD (mental health, therapy, startup)

Lead Product Designer | 2021-2022

- Helped mobile app reach 8.6k reviews averaging 4.9/5.0 stars
- Designed tools resulting in 10% increase in therapy effectiveness
- These tools allowed members to get better up to 6 weeks faster
- Lead 10+ user interviews testing product from user feedback
- Created dashboard allowing members to view their progress
- Established a design system unifying app styles & components

Newfold Digital (web hosting, enterprise)

Product Designer | 2017-2020

- Shipped Office 365 offering to 800k HostGator users
- Audited 200+ styles & components throughout the product
- Involved from 0 to 1 creating design system for product
- Art direct the new and improved UI refresh

Canopy (tax software, startup)

Lead Visual Designer | 2016-2017

- Played significant role in the rebrand of Canopy
- Full redesign of the company website
- Booth design + sales collateral for 70+ tradeshows
- Designed 50+ custom icons & illustrations
- Created 5 ebooks in collaboration with copywriters

EDUCATION

- 2010-2014
- Utah State University
- Liberal Arts and Science

HARD SKILLS

- User Experience
- Visual Design / UI
- User testing / Research
- Design Systems
- Responsive Design
- Illustration
- Animation

SOFT SKILLS

- No drama, easy to work with
- Organized, manages time well
- Collaborates well with engineering
- Adaptable to challenging constraints
- Business impact mindset

SOFTWARE & APPLICATIONS

- Figma / FigJam
- Adobe Creative Suite
- Procreate (iPad app)
- Sketch
- JIRA
- Miro
- Rive