IAN NYQUIST

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EXPERIENCE

Juice Media, UX Design Manager: Apr 2024 - Present
• Defined product vision, design strategy, and holistic system guidelines
• Led and mentored a team of contract designers on high-impact features
• Developed and executed a user testing program with analysis and reporting

Nyquist Design, Founder and Head of Studio: Oct 2002 - Apr 2024
• Directed strategy and vision for global enterprise clients with 87% account retention
• Built and scaled hybrid teams across disciplines and geographic locations
• Oversaw project delivery, resource planning, and fiscal operations

Long-term contractual engagements

Chegg, Principal Designer: Oct 2018 - Jan 2020
• Led end-to-end UX for a student career-matching platform from concept to launch
• Collaborated across functions to align business goals and design execution
• Delivered a 200 percent increase in SEO traffic through content-focused design

Samsung, Principal Designer: Jun 2012 - Aug 2014
• Shaped cross-device design systems and mentored a multidisciplinary design team
• Drove UX excellence through scalable processes and reusable design patterns
• Reduced timelines by 30 percent through improved workflows and decision-making

PayPal, Principal Designer: Jan 2004 - Present
• Delivered foundational product flows such as peer-to-peer payments and invoicing
• Influenced strategy and aligned stakeholders through storytelling and design rationale
• Lowered support tickets by 50 percent through usability optimization and testing

Other clients

Netflix, SAP, Adobe, Yahoo!, Stanford, Sandisk, Vanage, UpWork, E*TRADE, and Ebay

Frog Design, Designer: Oct 2000 - Jan 2002
• Designed solutions for SAP, Symantec, and Nvidia across multiple platforms
• Delivered brand-aligned, user-focused design artifacts and presentations

Netflix, Senior Designer: Jul 1999 - Jul 2000
• Served as Netflix's sole designer during early growth and product evolution
• Designed v2 web experience and contributed to external design partner collaboration

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EDUCATION

California Polytechnic State University, San Luis Obispo, Graduating Class of 1999.
Applied Art & Design with a dual concentration in Graphic Design and Fine Art. Bachelor of Science

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SKILLS

User-centered design, product thinking, visual design, interaction design, prototyping, usability testing, storytelling, team leadership, cross-functional collaboration, stakeholder communication, design systems, UI/UX design, responsive design, branding, accessibility standards, problem solving, Figma, Adobe Creative Suite.