IAN NYQUIST

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SUMMARY

Senior UX & Graphic Designer and Design Leader with 15+ years delivering high-impact product, platform, and brand design for enterprise and SaaS companies. Proven track record driving revenue growth, large-scale adoption, and organizational design maturity through UX, visual systems, and cross-functional leadership.

SKILLS

UX Design, UI Design, Graphic Design, Visual Design, Product Design, Interaction Design, Design Systems, Prototyping, Usability Testing, Analytics-Driven Design, Responsive Design, Accessibility Standards, Branding, Storytelling, Stakeholder Communication, Cross-Functional Collaboration, Team Leadership, Hiring & Performance Management, Figma, Adobe Creative Suite

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EXPERIENCE

Universal Audio, Lead UX/UI Designer, Digital Product | *Aug 2025 - Present*

- Lead UX and UI for subscription and e-commerce experiences across Universal Audio's digital ecosystem.
- Partner with product, engineering, marketing, and analytics to design data-driven user journeys.
- Delivered a **67% increase in email opt-in** through UX and UI improvements.
- Contributed to **156% YoY Q4 revenue growth**, directly tied to UX/UI enhancements across digital flows.
- Define and scale design systems and UX standards to improve consistency and delivery velocity.

Juice Media, UX Design Manager | *Apr 2024 – Jul 2025*

- Defined product vision, UX strategy, and system guidelines for a complex advertising analytics platform.
- Led and mentored a team of designers delivering high-impact analytics and visualization features.
- Designed and executed a structured user-testing program informing shipped product decisions.
- UX and platform design were a major contributing factor in **landing a $60M client campaign**.

Nyquist Design, Founder & Head of Studio | *Oct 2002 – Apr 2024*

- Founded and led a multidisciplinary UX, visual design, and branding studio serving global enterprise clients.
- Design work directly **attributed to $250M+ in client revenue** across engagements.
- Sustained **15% YoY agency growth** for 20 years through repeat business and referrals.
- Hired, managed, and reviewed **20+ employees** and contractors across design disciplines.
- Oversaw project delivery, staffing, and financial operations for long-term engagements.
- Selected Clients: Netflix, SAP, Adobe, Yahoo!, Stanford, SanDisk, Vonage, Upwork, E*TRADE, eBay, Samsung

PayPal, Principal Designer (AWF) | *Jan 2004 – Apr 2024*

- Led UX redesign of the Send and Receive Money flows for a core payments platform.
- Aligned stakeholders through storytelling, design rationale, and usability evidence.
- **Reduced customer support tickets by 50%** through targeted usability optimization and testing.

Frog Design, Designer | *Oct 2000 – Jan 2002*

- Designed user-centered solutions for enterprise clients including SAP and Nvidia.
- Delivered brand-aligned UX and visual design artifacts for executive presentations.

Netflix, Senior Designer | *Jul 1999 – Jul 2000*

- Sole designer during early company growth and rapid product evolution.
- Designed the v2 web experience and collaborated with external design partners.

EDUCATION

California Polytechnic State University, San Luis Obispo
Bachelor of Science, Applied Art & Design
Graduating Class of 1999