

Nick Cuda

Living in Los Angeles, designing @ Intuit Mailchimp

Summary

I'm a Senior Product Designer with 11-years of experience designing for clean energy, market research, electric vehicles, fintech, and more.

My mission as a designer is to create intuitive design solutions that elevate user experiences and align with business objectives.

When I'm not at work, I love finding the best coffee spot, visiting a national park, playing beach volleyball, and chilling with my brindie pit bull named Abby.

Education

Drexel University | 2011-2014

B.S. in Graphic Design

M.V.C.C. | 2009 - 2011

A.A.S. in Graphic Design

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Experience

Intuit Mailchimp | Apr 2021 - Present

Senior Product Designer

- Mailchimp.com, Pricing page
 - Conducting rapid experimentation on our pricing page tailored to showcase specific features across diverse product offerings, including free trials, AI, SMS marketing, and more.
- Wayfinding & Experience Foundations
 - Led the redesign of the in-app homepage, driving double-digit percentage growth in key performance indicators such as email creation and audience imports.
 - Streamlined customer feedback process, ensuring valuable insights are readily available to all team members and project stakeholders.
- Engage & Promote, Inbox
 - Improved the accessibility of our Inbox navigation through a series of visual and functional refinements, resulting in a more user-friendly experience.
 - Led cross-functional design workshops to foster alignment across departments.
- Smart Recommendations
 - Partnered with our data-science team to leverage advanced analytics to create personalized content recommendations based on email best practices.

Altruist | Sep 2021 - Feb 2022

Senior Product Designer, Internal Tools (Contract)

- Evaluated a complex internal system & process by facilitating user interviews and card-sorting sessions and used insights to prioritize feature updates.
- Influenced strategic roadmap planning and secured stakeholder buy-in by using working prototypes to demonstrate short and long term value of the project.

Inspire Clean Energy | Feb 2019 - Mar 2021

Product Designer

- Facilitated 14 user interviews for both Alpha and Beta releases of a mobile utility application connecting customers to clean energy.
- Led the creative direction and UX of our partnership with Lime scooters, harmonizing two design systems for both digital and print assets.

Faraday Future | Mar 2018 - Dec 2018

UI/UX Designer

Legend 3D | Aug 2018 - Mar 2018

UI/UX Designer

EPAM Systems | Jul 2014 - Jul 2017

Clients: Penske, Bristol Myers Squibb, Thomson Reuters, Canadian Tire, Sport Chek, Ansell, and Schwinn (Dorel Sports).