



# Nicole Dupré

## Lead UX Designer

### CONTACT INFORMATION

- +1(646) 228-7384
- nicole.dupre@gmail.com
- [nicoledupre.me](http://nicoledupre.me)

### WORK AUTHORIZATIONS

- Chile
- USA

### LANGUAGES

- English: C1 (Fluent)
- Spanish: C2 (Native)

### SKILLSET

#### DESIGN OPERATIONS

- Advocacy and Education
- Project Management
- Process Optimization

#### LEADERSHIP

- Team Growth
- Mentoring
- Effective Communication
- Conflict Resolution

#### RESEARCH

- User Interviews
- Competitive Analysis
- Heuristic Evaluation
- Usability Testing

#### STRATEGY

- Visioning
- Stakeholder Management
- Roadmapping and Planning
- Cross-functional Collaboration

#### USER EXPERIENCE

- Information Architecture
- Wireframes
- User Journeys
- User Flows

As a UX Designer with over a decade of experience, I have worked with large corporations and startups collaborating with over 30+ projects across 11 industries, that reflect my ability to learn, adapt and innovate in various contexts.

My approach is deeply rooted in empathy, fostering effective collaboration with cross-functional teams and building strong team dynamics. I have played a pivotal role in shaping teams and embedding UX as a fundamental aspect of organizational processes.

### WORK EXPERIENCE

#### Lead Product Designer | Treez Inc

Jan 2022 - Oct 2023

As the first Senior User Experience Designer, established UX as a business function and subsequently progressed to the role of Lead Product Designer. Played a key role in launching the centralized system — a major component of the latest enterprise solutions for cannabis retailers.

- Positioned UX as a strategic business priority, leading to the growth of the design team from one to five.
- Led effort to create a design system from scratch. Worked closely with front-end team to create an easily consumable UI library for developers, ensuring consistency and efficacy across design initiatives.
- Directed design initiatives across four distinct squads, focusing on user roles, organization management, catalog, discounts, and more.
- Rolled out a centralized system, achieving marked improvements in operational efficiency and user experience.
- Conducted 50+ user interviews and usability tests, yielding crucial insights for recent product launches.
- Detailed walkthroughs of specific projects upon request, as direct links are restricted for confidentiality reasons.

#### UX Designer | Freelance

Jan 2013 - Dec 2021

Created digital experiences for a diverse range of clients. My role involved:

- Collaborating with multidisciplinary teams to deliver innovative and cohesive design solutions.
- Applying UX insights to improve interface usability and enhance customer engagement.
- Managing projects from inception to delivery, ensuring quality and timeliness.
- Continuously adapting to new trends and technologies in product design and UX.

Relevant collaborations:

- Government Lab of Chile - Collaborated multidisciplinary team focused on optimizing public health services in Chile. Successfully building a pilot, and establishing new methodologies that became the foundation for future service provided by the Lab. Case of study: <https://bit.ly/3DdZd5s>
- Farm Fresh - Created a mobile app that connects users to local farmers and seasonal produce. Collaborated through research to Front-end. Case study: <https://shorturl.at/crzKS>

## USER INTERFACE

- Design Systems
- Interaction Design
- Prototyping
- Responsive & Native Apps

## CODING LANGUAGES

- HTML
- CSS

## TOOLS & TECHNOLOGY

### COMMUNICATION

- Slack, Discord
- Zoom, Google Meets

### DESIGN AND RESEARCH

- Figma, Adobe XD, Axure, Omnigraffle
- Notion, Miro, Mural
- Illustrator, Photoshop
- Pendo, Fullstory, Google Analytics
- Maze
- Otter, Gong

### MANAGEMENT & DOCUMENTATION

- Jira, Asana, Trello, Gitlab
- Notion, Confluence, Google suit (Drive, Sheets, Docs, Slides)

### CODING

- Github
- Visual Studio Code
- Chromatic/Storybook

- New Sanctuary Coalition - Redesigned for non-profit organizations to improve presence and engage users with their mission. Collaborated from research to prototyping. Case study: <https://shorturl.at/juxGL>

### UX Designer / Information Architect | Multiplica

Sep 2011 -Jan 2013

Created digital experiences for various clients, integrating multidisciplinary teams to bring innovative design solutions based on user-centered research.

- Designed a tool to apply for government funding and awarded the "Efficient Government" prize for facilitating access to information about 50 founding programs while guiding users on the application process.
- Designed omnichannel experience for the Estate Bank of Chile, collaborating with stakeholders across the institution and end-users. Conducting interviews, field observation, and auditing content to create new user flows and information architecture. Crafting wireframes and prototypes across platforms.

### Information Architect and UI Designer | Estupendos

Apr 2010 - Dec 2011

Designed websites for citizen initiatives, NPOs, brands, and blogs with particular emphasis on interaction patterns and User Interface components. Brought best practices and a user-centered approach to create innovative digital solutions.

### Junior User Interface Designer | Betazeta Networks

Jan 2010 - Apr 2010

Designed websites for citizen initiatives, NPOs, brands, and blogs with particular emphasis on interaction patterns and User Interface components. Brought best practices and a user-centered approach to create innovative digital solutions.

### Co-founder & Director of Research | Humming - Trebol-it.

Apr 2009 - Jan 2010

Designed websites for citizen initiatives, NPOs, brands, and blogs with particular emphasis on interaction patterns and User Interface components. Brought best practices and a user-centered approach to create innovative digital solutions.

## EDUCATION

**Bachelor of Fine Arts (BFA) Graphic Design** | Universidad Católica de Valparaíso, Chile.

Apr 2009 - Jan 2010

**Graphic Design Licenciante** | Universidad Católica de Valparaíso, Chile.

Apr 2009 - Jan 2010

## COURSES

**UX/UI Bootcamp Certificate** | Columbia University, New York, NY

Apr 2009 - Jan 2010

**Permaculture Designer Certificate** | Center for Bioregional Learning, New York, NY

Apr 2009 - Jan 2010