

Nicole Houser

UX Designer

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EXPERIENCE

Consultant, User Experience | Nationwide

August 2022 – Present

Lead end-to-end UX for Nationwide Connect, partnering with product and development teams to define experience strategy, translate customer insights into intuitive flows, and deliver designs that improve usability and business outcomes.

- Lead UX strategy and execution for Nationwide Connect, from discovery through design, including wireframes, prototypes, and high-fidelity mockups.
- Partner with product, development, and business stakeholders to align user needs with roadmap priorities and measurable business goals.
- Translate customer research and analytics into clear interaction patterns, flows, and design decisions that reduce friction and improve task completion.
- Advocate for UX best practices and design standards, ensuring consistency, accessibility, and scalability across the Nationwide Connect experience.

Specialist, User Experience | Nationwide

September 2020 – August 2022

Interaction Designer & Development Line Lead

- Collaborated with UX teammates and business and technology partners to identify areas for improvement in the self-service web applications for personal lines insurance.
- Created deliverables including wireframes and prototypes.
- Provided UX support and reviews to 5 IT development lines.
- Agile project management in Jira and Microsoft Planner.

Web/UX Designer | Ohio University

August 2018 – July 2020

Division of Student Affairs

- Researched and developed a UX evaluation process to review the websites of 30+ Ohio University departments with the Design & Web/UX Manager and the rest of the web team.
- Created, edited and managed web pages using Drupal and CommonSpot content management systems.
- Supervised and assigned projects to other Web/UX Designers.
- Completed 342 web edits between August 2019 and July 2020.
- Created designs for 52 creative projects including posters, signs, brochures and graphics during the 2018-2019 academic year.

EDUCATION

Bachelor of Science in Visual Communications | Ohio University

August 2016 – May 2020

Graduated Summa Cum Laude. Majored in Information Design – Interactive Multimedia with a minor in Marketing.

INTERNSHIPS

User Experience Visual

Design Intern | Viasat

May 2019 – August 2019

Explored and produced creative visual solutions that embodied the Viasat brand, fulfilled business and technical requirements and contributed to an excellent user experience.

Marketing Design Intern |

McGraw-Hill Education

May 2018 – August 2018

Created designs for both internal and external use, including branded templates, social media graphics, advertisements, icons, brochures and animated motion graphics.

SKILLS

UX & UI Design, Web Design, Agile Project Management, User Testing, Interaction Design, Whiteboarding, Graphic Design

Leadership, Responsibility, Creativity, Collaboration, Time Management, Facilitation

TECHNOLOGY

Figma, Axure, Adobe XD, Sketch, Miro

Jira, Airtable, Microsoft Office

Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Photoshop

HTML, CSS, JavaScript, Bootstrap, Drupal, WordPress