NICOLE PAPP

An aspiring **UX Designer** specializing in combining **user research** to inform product design. Passionate about using various user research methods to gather **data** to inform the usability of a product. Equally excited about **user centered design** and **design thinking.**

📞 519 729 0508

✉ nspapp@uwaterloo.ca

🌐 www.nicolepapp.com

in/nicolepapp

SKILLS

- UX/UI design (Figma, Sketch, Invision, Adobe Creative Suite)
- Research methodolog (interviews, card sorts, usability testing)
- Information architecture,
- Content audits
- Service design blueprinting
- Branding
- Videography
- Prodcast production

VOLUNTEERING

- Bridge the Gap Podcast - Co Host (June 2020 - Present)
- Fluxible Volunteer (Sept 2018 - Sept 2019)
- The Thrifty Squirrel - Ecommerce Experimenter (Sept 2014 - Dec 2015)
- Passion8 Magazine - Writer and Designer (Sept 2013 - Sept 2015)
- KW Humane Society - Marketing Exectuive (May 2021 - Aug 2014)

AWARDS

- Velocity People's Choice Award - (2011)
- Norman ESCH Award - (2009)
- Renison College Enterance Scholarshop - (2009)
- Queen Elizabeth Aiming for the Top Scholarship - (2009)

EDUCATION

IDEO
Human Centered Design - (June 2020)

Digital Psychology & Emotional Design
Alter Spark - (Nov 2019)

User Interface Design
Brainstation - (Jan 2018 - March 2018)

Masters of Digital Experience Innovation
University of Waterloo Stratford School of Interaction Design & Business - (Sept 2014 - Aug 2015)

EXPERIENCE

Researcher
Shopify Support   *June 2020 - Present*

Conduct various research studies for different stakeholders across the Shopify ecosystem using a vartiety of research methodology including ticket dives, surveys, diary studies with a focus on user research. Provide consultation to stakeholders on next steps and recommendations. Contribute to the team culture through championing the Social Comimittee by setting up various team based activities, including celebrating birthdays, virtual team offsites and game time to boost morale.

Knowledge User Researcher
Shopify Plus   *Sept 2019 - June 2020*

Using both quantative and qualitative research methodology, conducted a company wide Product Knowledge Components study with all merchant facing team members resulting in 153 card sort participants and 63 user interview participants. Analyzed and reported on the study results with recommendations on what to do next with regards to the internal knowledge management strategy. Influenced direct improvements to how product knowledge is delivered to front line staff using human centered design methodology.

Customer Centricity Program Manager
Shopify Plus   *June 2019 - Sept 2019*

Used service design methodology and best practices along with qualitative user research methodology. Focused on an organizational transformation iniative; specifically customer insights strategy. Used multimedia story telling and participatory design to promote empathy building amongst internal employees; primarily leadershipand director level, investigated the current system for collecting qualitative and quantitative data about Shopify Plus customers by conducting user interviews with leadership and director level staff.

Merchant Success Manager
Shopify Plus   *May 2016 - June 2019*

Managed a portfolio of 50+ enterprise level merchants (clients); helping them achieve success on the Shopify Plus platform through scheduled calls and product beta demos. Consistently gathered merchant feedback on various platform or beta limitations and shared it with the appropriate product teams to help drive change. Held a department wide Black Friday Cyber Monday (BFCM) Decompression focus groupto determine how to iterate and improve next years BFCM operations internally, captured the conversation and shared it in a department wide communication. Created in depth UX site audits for both my own and colleague's clients utilizing my knowledge in UX website best practices.

Founder & Creative Director
CLiKK Photo Booth   *April 2015- Present*

Created a live digital user experience service from the ground up using my skills in digital design, technology systems and customer service. I use an iterative approachto this business by observation at live events, user surveys and conversations. Improvements have been implemented in the form of new features and processes. Provide clients with custom designed layouts to match the theme of their event.