

UX/Product design leader with 25+ years in enterprise SaaS, specializing in design systems and scalable design strategy. Proven track record in aligning user-centered design with business goals to deliver high-impact digital experiences. Visit my portfolio at:

<https://nicholasvalesse.com>

EXPERIENCE

Senior UX Consultant | PeakActivity

April 2025–Present | Delray Beach, FL

As a consultant, I work directly with clients to design and deliver intuitive and user-friendly experiences for software-as-a-service (SaaS) products. By understanding user needs through the creation of user flows, wireframes, high-fidelity prototypes, I champion best practices to achieve world-class experiences.

Senior UX Designer | CSG

February 2022–March 2025 | Greenwood Village, CO

Working with worldwide product, architecture, and engineering teams to help deliver industry-leading SaaS products targeting journey management use cases. By providing innovative UX solutions for complex, multi-user workflows, we created differentiators that contributed to competitive wins with enterprise accounts.

- Defined and implemented a product-specific material UI framework that aligns with accessibility standards and client brand requirements. This was scaled to become a cross-product design system, reducing design-to-dev time and ensuring UX consistency across 5+ product lines.
- Championed cross-functional team collaboration in an Agile environment, improving overall sprint velocity and design/development alignment.
- Translated business goals into scalable design strategies, with conducted user research and usability testing that improved user task completion rates and comprehension.

Senior Interaction Designer | Dominion Dealer Services

October 2017–February 2022 | Norfolk, VA

In this role, I supported multiple SaaS product lines targeted at the automotive dealership industry. Working within a design team, we regularly tested designs and concepts, incorporating a regular cycle of iterative design, validation, and UX improvement.

- Delivered a complete product rebrand and UI realignment, which included new brand guideline documentation for development, product, marketing, and sales teams to follow.
- Designed and delivered sales-based marketing materials for multiple business groups to achieve targeted sales and brand positioning goals.
- Improved process requirements for multidisciplinary teams, helping drive results in increased productivity, collaboration, and efficiency for all team members.

UX Architect | Atlantic Bay Mortgage Group

July 2016–May 2017 | Virginia Beach, VA

- Deployed a brand refresh for 300+ loan officers and their marketing assets.
- Created a simplified loan application process using a guided UI wizard experience.
- Implemented new UI standards that led to increased online lead conversions.

Creative Director | Homes.com

September 2011–July 2016 | Norfolk, VA

Leading a diverse team of designers spread across the country, we unified a fragmented brand and user experience and then expanded that experience across media types and screen sizes. The largest challenge we faced was balancing business and user goals to create profitable and engaging home search experiences. We met this goal by conducting regular testing sessions and applying those findings across our websites and mobile apps.

- Reduced bounce rates and increased lead conversions as traffic grew by millions per month over consecutive years. This was achieved with consistent testing cycles and acting upon those findings.
- Created brand loyalty and repeat users by providing regular UX improvements and user value with better content.
- Completed a redesign of RE/MAX's online and mobile presence, delivering a nationwide campaign aligned responsive website and app. Resulting in over 50% increased page views to agent profiles and a 300% increase in lead generation, both key business goals.

Senior Graphic Designer/Developer | Launch Interactive

April 2007–September 2011 | Virginia Beach, VA

I delivered online branded experiences from conception to deployment, with my design work for Sanibel Island and other clients earning a Bronze Adrian and two Silver Addy awards. My design work directly led to contract renewals, based on the successes with our solutions.

Web Graphic Design Manager | Dominion Enterprises

January 2006–April 2007 | Norfolk, VA

Production Manager, Web Graphic Designer | Trader Electronic Media

May 2002–January 2006 | Virginia Beach, VA

SKILLS & EXPERTISE

Leadership & Strategy

- Team management & mentorship
- Cross-Functional collaboration
- Design thinking & agile development
- Stakeholder communication
- Product vision & road-mapping

UX & Product Design

- UX/UI strategy & design
- User research & usability testing
- Design systems & component libraries (Material)
- Wireframing & prototyping (Figma, Sketch, Adobe)
- Interaction design & information architecture

Creative Direction & Branding

- Digital & print brand development
- Marketing & sales alignment
- Visual storytelling & art direction

EDUCATION

B.F.A. Communication Design 2001

Kutztown University of Pennsylvania, Kutztown, PA