

# Nicole Johnson

Experience Design Leader

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Over 20 years in Experience Design. I feel incredibly fortunate to be a part of a field that is constantly evolving. My energy today comes from designing organizations that put the right people and talent together to do their best work, growing and developing leaders, motivating them around a unified vision, and knocking down any blockers along the way.

## SKILLS

Design Leadership  
Organizational Design  
Cross-functional Alignment  
Experience Strategy  
Product / Cross-Product Strategy  
Human Centered Design  
Design Thinking  
Facilitation  
Content Strategy  
Experience Mapping  
User Research  
Usability Testing

## COMMUNITY

- Children's Minnesota Foundation Board, Council Member, Executive Committee, and charity runner
- Ongoing mentoring at Prime Academy (18-week immersive UX program)
- Organized Target hosted UXPA events
- Led event planning for Minneapolis World Usability Day 2017
- Led Twin Cities UX monthly meetup

## EDUCATION

**University of Tampa**  
Marketing

**Brown College**  
Associates, Visual Communications

**University of Wisconsin, Eau Claire**  
General Studies

## WORK

### Best Buy

**Director of Experience Design** - January 2020 - Present

Leading the BestBuy.com Experience Design team (~50 team members) including four embedded Product Design teams supporting the shopping journey, and managing/developing a Director and team responsible for Customer Relationships. In addition, I've started and am developing Service and Content Design practices that span consumer and employee physical and digital channels

### Physera

**Director of User Experience** - August 2019 - January 2020

Led and provided all service design and user experience work for patient mobile app, managing/leading visual design contractors as needed, and developed a model for how to build and scale experience team.

### Target

● **Director of Product Design, Enterprise** - May 2018 - August 2019

Led a team of 17 embedded Product Designers across 65 product teams in a heavily matrixed environment. The teams' primary focus was modernizing Target's merchandising capabilities with smarter, automated, and connected software and systems. I relentlessly advocated for the team - highlighting their wins and extraordinary contributions in order to gain better support and sponsorship with senior leadership.

● **Principal Product Designer, Enterprise** - November 2016 - May 2018

Worked as an embedded designer on a portfolio of products, as well as strategically across the internal tools landscape to implement baseline usability testing and grew the size of the team from 8 to 25.

● **UX Manager, Target Registries** - March 2014 - November 2016

Led design team and experiences for Target Registries omnichannel suite of Products spanning .com, apps, in-store scanners, and kiosks. Implemented dual-track agile approach with cross-functional teams, elevated research findings with cross-product partners for prioritization alignment, lead design and coding reviews, and wrangled tight communication and alignment with cross-geo engineering partners.