NICKY FERENTHEIL

SR UX DESIGNER

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WORK EXPERIENCE

Amazon   May 2017 - Present
Sr UX Designer III / UX Designer II

Designed a UX framework and suite of self-service onboarding tools that enabled Amazon businesses to self-configure complex policies using a simple questionnaire and enroll 165K employees across 12 countries onto Amazon's time and attendance solution in less than 2 hours, a process that previously took up to 9 months and required support from 49 Amazonians.

Led the UX design and research for the Progressive Discounts program, Amazon's top 2019 B2B initiative, which launched globally to B2B 3P sellers and resulted in 250K+ products offering discounts generating 19MM+ in sales.

Developed a product opportunities tool for B2B 3P sellers which led to 7.2K product offers added, representing $77M in attributed Amazon sales and $12.2M in B2B sales.

Designed a quantity discount pricing tool for B2B 3P sellers which generated $41MM in 2018, exceeding the business goal of 10MM by 410%.

Designed a Getting Started widget for B2B 3P sellers that addressed top seller pain points and became the most clicked-on widget on B2B Central, with 13K unique visits and 69K clicks.

Arizona State University   Aug 2018 - May 2019
Faculty Associate

Taught Technology for Design to over 40 graduate and 3rd year Visual Communication Design students which covered HTML/CSS and UI/UX design.

RetailMeNot   Oct 2016 - Apr 2017
UX Designer II

Redesigned the discounted gift card purchase flow that resolved top customer pain points, improved search functionality, and enabled multi-cart checkout.

PayPal   Jul 2012 - Oct 2016
Sr Product Designer / Visual Designer / Jr Visual Designer / Design Intern

Led the UI/UX design for the Activity page in the new Consumer PayPal app, which launched to 4.8 million users in 2016.

Led the UI design of the major redesign of PayPal's consumer website, which launched globally to 24 countries and 154 million users in 2014.

Initiated updating and implementing a new design system across PayPal.com to increase brand continuity across PayPal's web and app products.

EDUCATION

Arizona State University

Bachelors of Science in
Visual Communication Design

Summa Cum Laude, 2008-2012

AWARDS

PayPal
2 Patents, 2018
Spot Awards, 2014 & 2016
Critical Talent Award, 2014

SKILLS & TOOLS

User Experience Design

User Interface Design

Product Design

User Research

Web Design

Graphic Design

Content Design

Design Systems

HTML/CSS

Personas

Information Architecture

Wireframing

Prototyping

Adobe Creative Cloud

Figma

Sketch