



# NICK SIRECI

EXPERIENCE DESIGNER



## WORK EXPERIENCE

Waltham, MA  
Jan' 2017 - today

### Sr. UX Designer - Constant Contact

- Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Facilitate the product vision by researching, conceiving, sketching, prototyping and user-testing experiences for digital products.
- Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.

Boston, MA  
Jan' 2016 - Jan' 2017

### Sr. Creative Exp. Designer - Wayfair

- Assessed the current landscape and created a competitive analysis of the strengths, weaknesses and statistics of the market's top 5 players.
- Worked with senior staff on conducting interviews of 30 designers on their current experience with freelance interior design.
- Designed a questionnaire sent to 30,000 interior designers, performed statistical analysis, and wrote reports on the results.
- Brainstormed the entire experience and organized a sitemap that considered both the customers and designers.

Waltham, MA  
Dec' 14 - Jun '16

### Sr. Creative Exp. Designer - Mobiuity

- Ran focus groups, stakeholder interviews and created interactive prototypes on findings.
- Created annotated wireframes and high fidelity mocks ups for fortune 100 clients while following branding guidelines and creating world class experiences.
- Created user stories from market research and user goals which seamlessly transitioned to the development cycle and the QA process.

Boston, MA  
Jan' 11 - Nov'13

### Lead Interaction Designer - Digitas

Merger with Phonevalley

Waltham, MA  
Feb' 07 - Dec' 10

### Mobile UX Designer - Phonevalley

### Graphic Designer - Apple, Inc

Acquisition of Quattro by Apple, Inc.

### Mobile UX Designer - Quattro Wireless



## EDUCATION

Waltham, MA  
May 2016

### Human Factors in Information Design

Bentley University

- VP of Design, Board Member for HFID Student Body.
- HFID Program was honored to win the title of Top Academic UX Program in UX
- Magazine's Design for Experience Awards
- Created a heuristic review for a top tier medical technology company

Brookline, MA  
May 2004

### Graphic & Web Design

Art Institute of New England



## HEY, I'M NICK

I'm a fun loving, enthusiastic designer who enjoys assessing all experiences throughout life. I'm a risk taker and a champion of the user, especially the multitasking, stressed out, confused one trying to figure out your app.



## PERSONAL

NAME:	Nick Sireci
BIRTHDAY:	Sagittarius
CITY:	Boston
MOBILE:	978-394-1361
EMAIL:	nick.nsdesign@gmail.com



## THOUGHT PROCESS

My recent Masters of Science in Human Factors in Information Design at Bentley University has given me a fresh and unique perspective on the psychology and biology behind a user. Understanding that the human thumbprint is 44 pixels wide, and the eye needs to leverage its peripherals over 500 pixels wide, helps create design choices that cater to the human touch and mind. Merging business goals with these best practices and industry specific knowledge creates a usable and intuitive experience unlike any other.