Nick Finck

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Experience

9/2015-Present
Facebook - Product Design Manager, Platform
- Built and managed a team of 9 product designers across 12 major products that serve 1.79 billion monthly active users.
- Drove design efforts that resulted in more than 1 billion in revenue per quarter and 2.5 billion in revenue for developers.
- Resource management and partnership with HQ recruiters to build recruiting efforts for the Seattle site.
- Championed best practices in product design & collaborated with research, content strategy, data science, engineering, product management & technical product management.

10/2013-9/2015
Amazon Web Services - Senior Manager of User Experience
- Oversaw UX design & research efforts in a 10k person org.
- Managed a team of 33 designers, researchers, & managers.
- Drove design direction vision, and research across 10 VPs, 2 SVP, and 120 products & services.
- Led all internal training, hiring, mentoring, & resourcing for UX.
- Championed best practices in user experience design & user-centered design.

2/2013-10/2013
projekt202 - Director of User Experience
- Established, grew, and oversaw all delivery for Seattle office.
- Responsible for hiring and mentoring all UX, design, and development talent in the Seattle office.
- Championed best practices in user experience design & user centered design.
- Brought in prospective clients and participated in pitching and estimation for new projects and new business.
- Led user research, information architecture, and interaction design projects as needed.

7/2011-2/2013
Ubermind / Deloitte Digital - User Experience Director
- Ubermind was acquired by Deloitte Digital in 2010 where I continued my role as User Experience Director for Seattle and Denver.
- Managed a team of 24 mobile interaction designers, information architects, researchers, and content strategists.
- Led all internal training, hiring, mentoring, & resourcing for UX.
- Championed best practices in user experience design & user-centered design.
- Brought in prospective mobile clients and participated in pitching and estimation for new projects and new business.
- Assisted and/or led mobile user research, information architecture, and interaction design projects as needed

Community Engagement

UX For Change - Founder
A non-profit that helps bridge the gap for those just getting into the UX design industry with real work experience for charities to secure their first job as a UX designer.

Public Speaking
Presented for a number of topics for over 100 events in 9 countries on a series of UX topics including the responsibilities of UX designers and their impact on the greater world.

UX Career Progression Workshop
A two day workshop that helps UX designers understand their strengths, build their personal brands, tune their portfolios & resumes, and define their career paths.

WASP Curriculum - Contributor
A living, open curriculum adopted by the W3C based upon web standards and best practices, designed to teach students the skills of the web profession.

Digital Web Magazine - Publisher
An online magazine created by volunteers and contributors intended two grow and further the careers of professional web designers, web developers and those who practice UX design.

Education

9/1993-6/1999
Northwest School of Film
Certificate in Cinematography

9/1994-6/1995
Portland Community College
Certificate in Videography

Experience (continued)

9/2005-7/2011
Blue Flavor / Blink UX - User Experience Director
- Blue Flavor was acquired by BlinkUX in 2010 where my role changed to User Experience Evangelist for the company.
- Oversaw all marketing, public relations, & training efforts.
- Managed events, speaking opportunities, sponsorships, press relations, blogs, newsletter, and social media.
- Lead training services to educate clients and potential customers on user experience and UCD best practices.
- Lead or assisted with user research, information architecture, and interaction design projects as needed.
- Oversaw all user experience efforts.
- Managed a team of designers & developers to research, plan, design, build, test finalized applications for web & mobile web.
- Worked with clients to set strategy and plan projects.
- Lead discussions with prospective clients for new projects and business.

2001-2005
ZAAZ - Information Architect

PCD Group - Project Manager / Information Architect

Rapidigm - Information Architect

PacifiCorp - Web Designer / Web Developer

Intel - Web Designer / Art Director

Skills

Design Team Management
Growth & Development of Designers
Office Growth & Expansion
Process Improvement
Recruiting
Design Culture Development
Digital Strategy
Mobile Strategy
Creative Direction
Industry Mentorship
Community Cultivation
Information Architecture
Interaction Design
User Research
Usability Testing
User Interface Design
Service Design
Content Strategy
Web Analytics
Social Media
Client Management
Project Management

The impact Nick has made in AWS at Amazon can easily been seen by the change that has happened under him. The group has grown in size and Nick instituted practices to keep collaboration at the forefront so the entire team is kept in the loop and given opportunities to critique others work. Other teams at Amazon have learned, through Nick's evangelization, more about the UX process and how involving designers earlier on can help steer the product roadmap, uncover issues, and plan for common goals the user will have. Through Nick's advocacy the user experience bar has gone up and others at the company have joined in advocation for better UX across AWS.
- Simon Keatley

Nick represents a rare combination of deep expertise, strong leadership, and industry eminence that makes for the perfect storm of everything a company, agency, or team could ever look for in a UX Director. I've had the honor of working under Nick's leadership at Deloitte Digital (formerly Übermind) with an extraordinary team of user experience practitioners, recruited and assembled through Nick's uncanny ability to identify UX talent and build a truly world-class UX department.

Nick is a charismatic, approachable, and broadly experienced leader and mentor. Nick's "door is always open," and he goes the distance to support team members on challenging projects, career guidance, or simply a just a bad day. Nick leads the Deloitte Digital UX team with an unflinching, enthusiastic, and passionate attitude that's fostered a culture of innovation, camaraderie, mutual respect, and fun. In short, Nick is the full package—a tireless warrior and advocate for the user and user experience, an amazingly talented practitioner, and most importantly one hell of a leader.
- Mike Watt