

NATE KERL

LEAD USER EXPERIENCE PRODUCT DESIGNER



ABOUT ME



I love solving problems by investigating, organizing, growing, and designing things with a team all while folding it into the big picture of a company.

I think broadly and deeply for a company, but can still make the complex understandable for users and peers.

Ultimately, I'm most passionate when I really believe in the mission of the work that I'm doing.



WHAT I'M LOOKING FOR

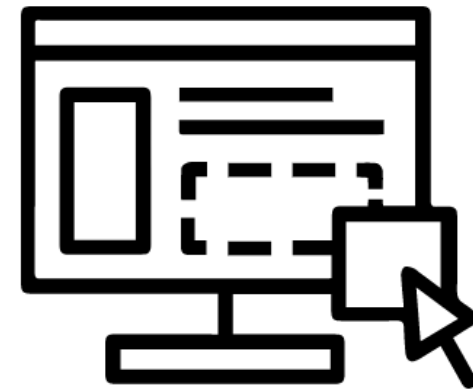
I'm currently located in Minneapolis and not looking to relocate. I enjoy working remotely for the right company culture.

MY AREAS OF FOCUS



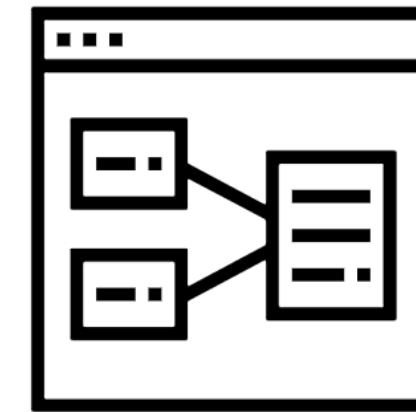
USER RESEARCH

I have experience leading usability tests and one on one interviews, both in person and remote. I'm a good listener and also good at asking pointed, objective questions. You can count on me to make sense of it all afterward.



EXPERIENCE DESIGN

This is my wheelhouse. I'm used to shepherding early conceptual designs (as rough as a Sharpie and always grayscale) all the way to release. I'm open to other opinions and listen to fellow team member ideas. I'm technical enough to work closely with developers and still utilize my MBA to speak the language of business.



USER JOURNEYS

User journeys can be messy and hard for non-designers to feel comfortable with all of the ambiguity. I'm good at leading workshops, gathering and making sense of ideas, and getting stakeholders involved.

TOOLS I KNOW:

Figma

Adobe XD

Sketch

InVision

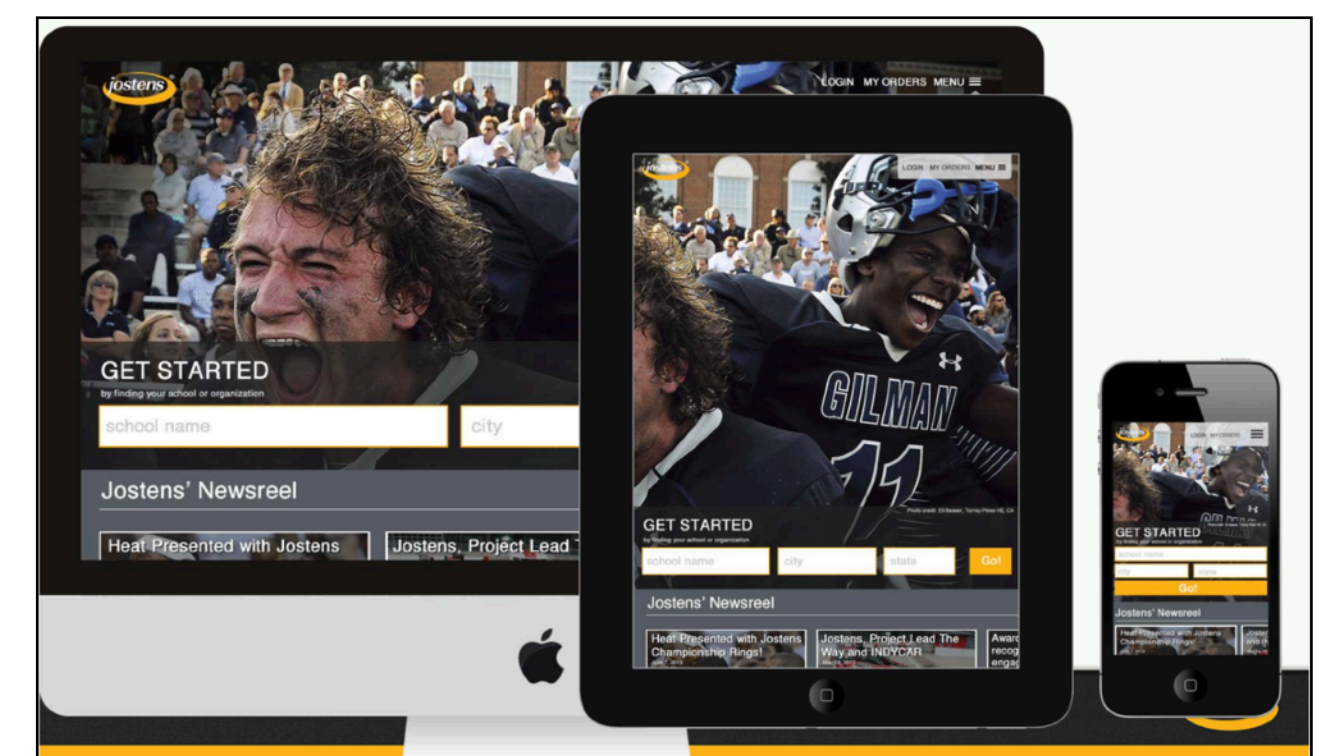
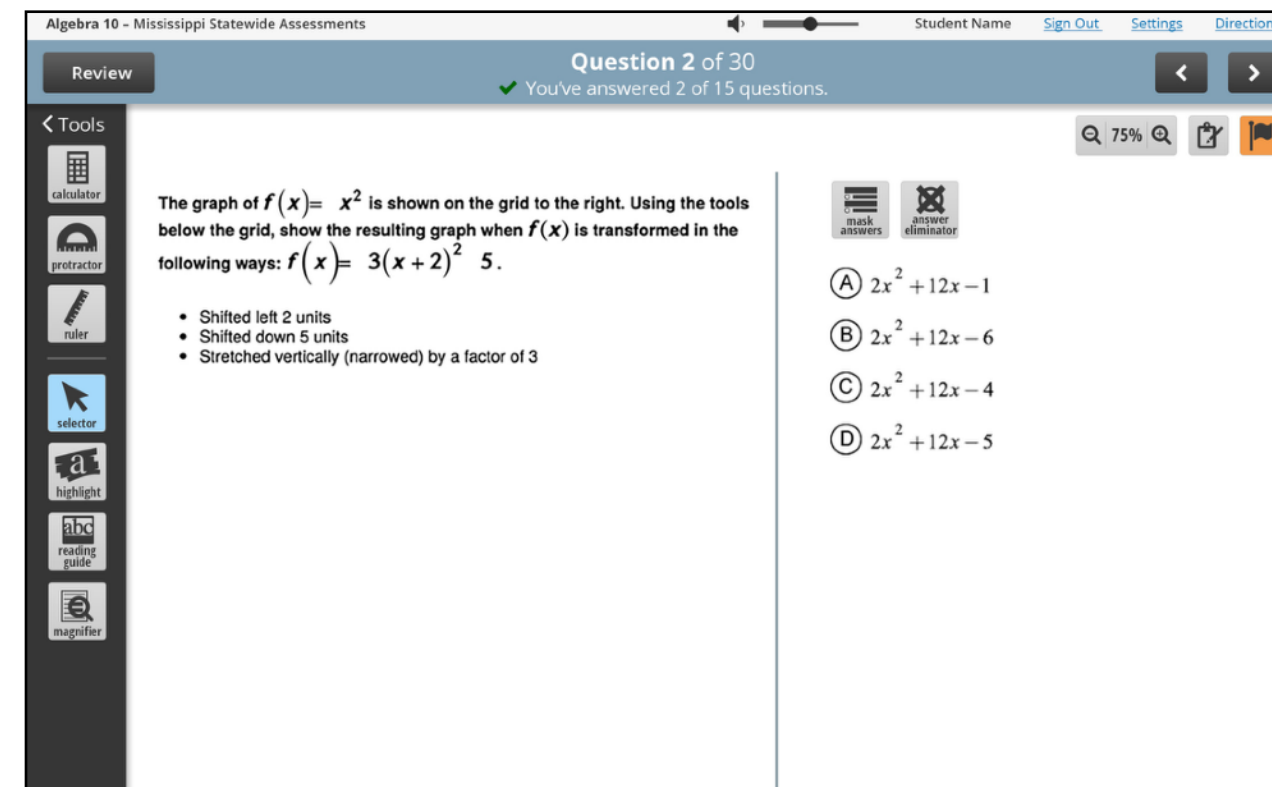
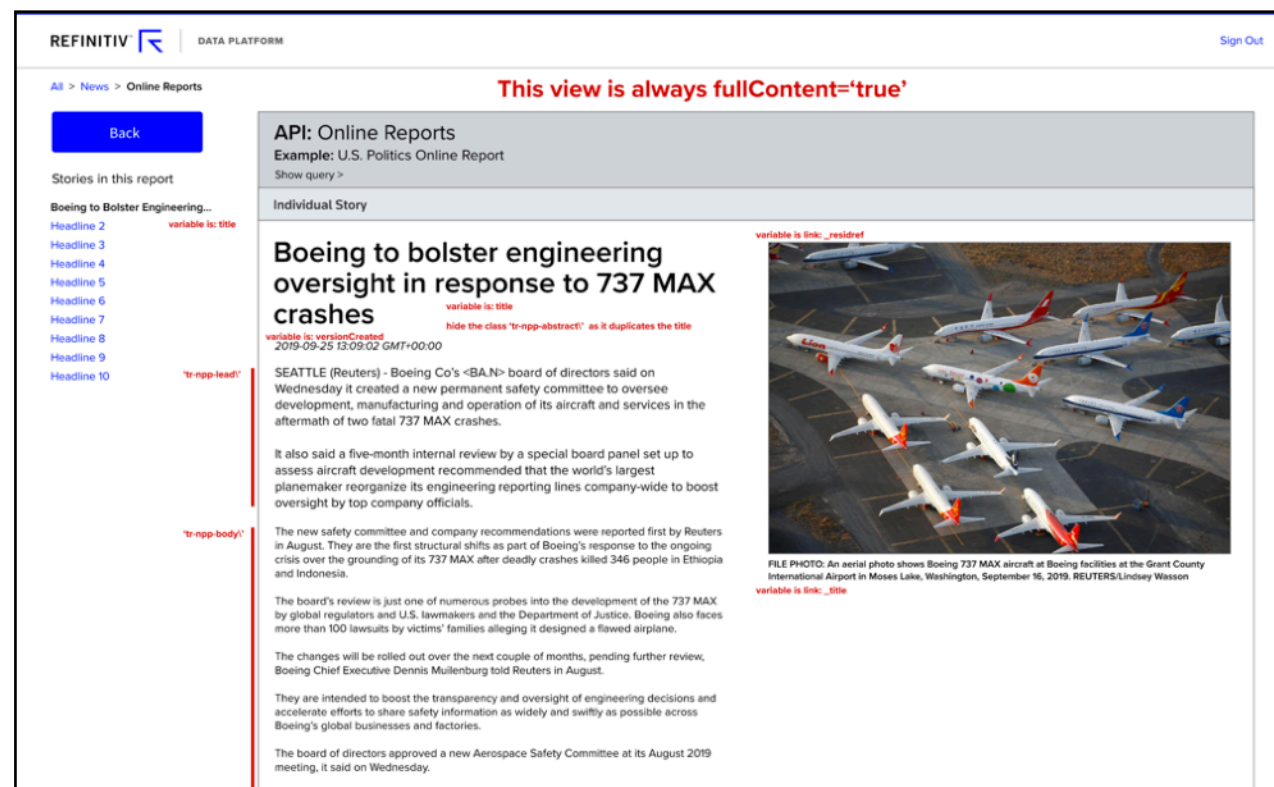
Miro

SOME
COMPANIES
I'VE WORKED
WITH IN MY
CAREER



MY PROJECTS

SOME OF MY WORK



ILLUSTRATING THE POSSIBILITIES OF APIS

CLIENT: Refinitiv

Understand our user with detailed journeys, then show the power of our News APIs for clients who want to do it themselves.

KID-FRIENDLY TEST PLATFORM FOR ALL

CLIENT: Questar Assessment

Research and redesign a test platform that focuses on the questions and doesn't confuse students with interface tools or language.

ONE BUSINESS, MANY SUPPORT GROUPS

CLIENT: Jostens

Users come into jostens.com for one of 20,000 unique storefronts. So, how can we also send them on the right pathway for service and customer service?

API CLIENT JOURNEYS, API DEMOS

CLIENT: Refinitiv

PROJECT SUMMARY

To give more light to the possibilities of the many valuable news-driven APIs that Refinitiv owns or licenses.

Current teams are using one-off processes not driven directly from the API itself. It is often hard to show a customer what the API could look like in their own portals.

But, first, this all started with brainstorming a larger end-to-end process of understanding the Refinitiv data feeds user journeys.

MY ROLES

- UX Research
- UX Design
- UI Shepherd

What you get with **Machin**



Global reach

2500 journalists in 200 locations.



Specialist commodities

With 120 dedicated commodities reporters, you get the key commodities stories you won't find elsewhere.

Why our news?

Our news helps financial professionals identify opportunities, spot risks, and take action before markets move. It features intelligent tagging, and advanced search and analytics capabilities enabling you to know first and act fast.

API Presentation Examples

Text News

Online Reports

Breaking Views

Top News

European Companies

Get top news from companies in Europe by using the ID, European Companies.

Wealth Management - N. America

Get top news from banking and finance focusing on wealth management in North America, by using ID,

In this research project, I **planned and conducted 30 interviews** with stakeholders, existing users, and potential users in Milwaukee, New York City, London, rural Belgium, and Beijing. Most were done virtually, but I led two workshops in New York and London.



Workshop from Canary Wharf Financial District in London

Source of requirement	Primary User Phase Impacted	Requirement Name	Customer Goal	Requirement Definition	Initial Scope	Persona(s) Impacted/Affected	Pain Points Addressed for Indicated Persona(s)	Required for delivery in 2019?	Priority	Workstream Fit	Potential Solution Owner	In-flight and Roadmap Initiatives (if applicable)	Refinitiv.com	Refinitiv Developer Communities	API	Target
				Product detail - documentation. Goal: To learn more about our offerings. This is another requirement/enabler for Discoverability - content solutions. This			client, content, product is, questions a						x	x	x	

1) Interviews

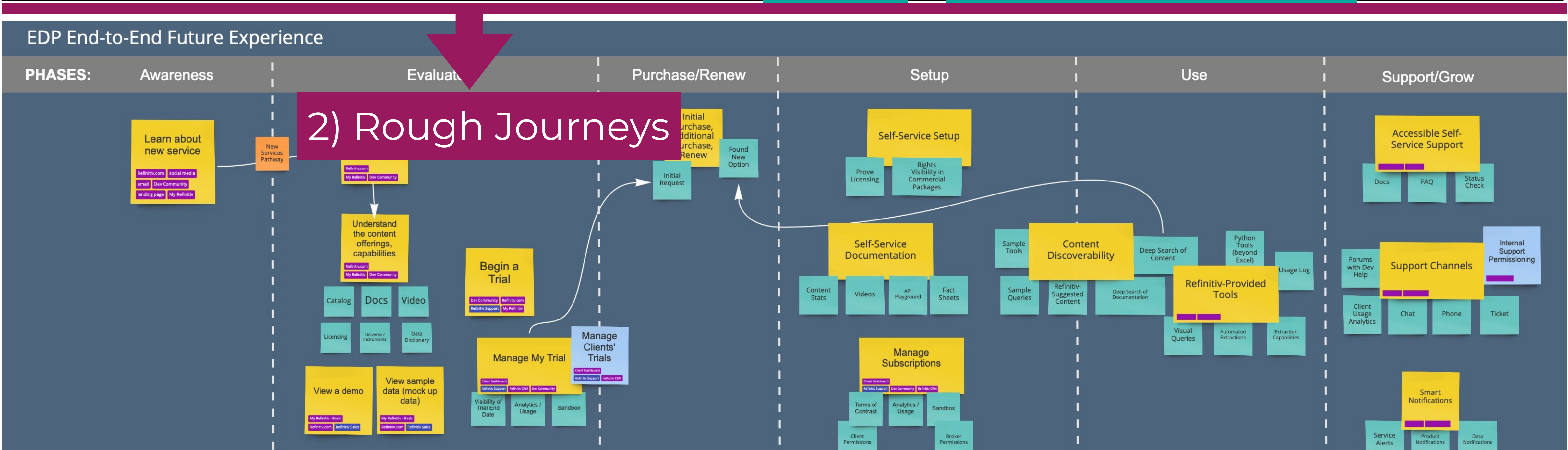
Feedback

Personas

Pain Points

Prioritization & In-Flight Roadmaps

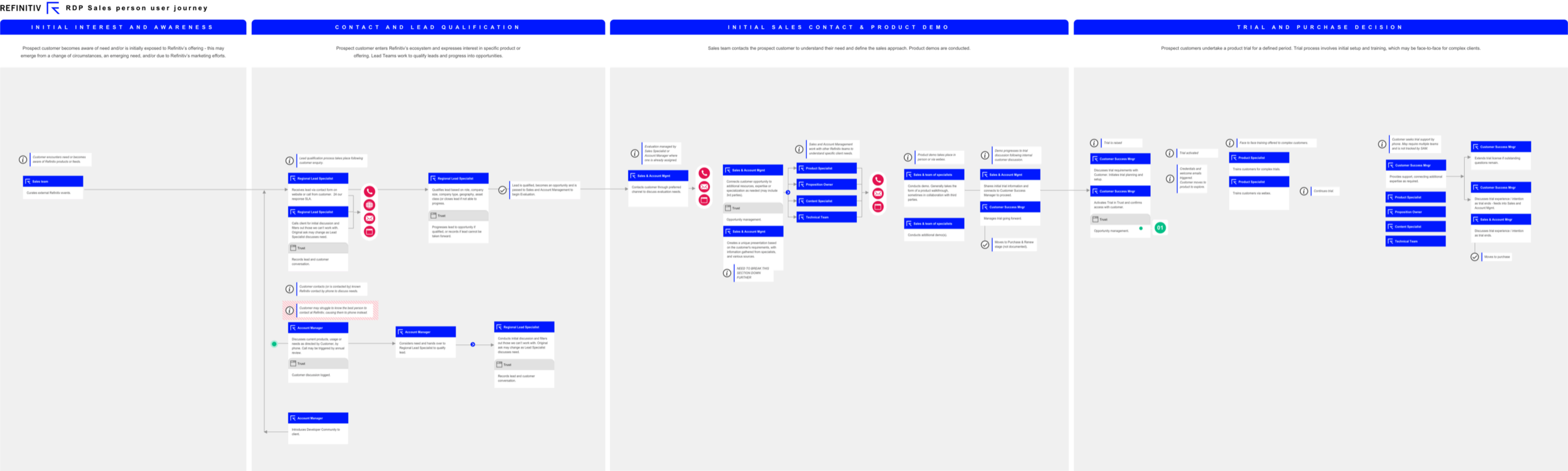
Channels



INTERVIEWS INTO REQUIREMENTS

Working together with a dedicated product manager, I was able to conduct the interviews, then work 1:1 with the product manager to organize, de-deduplicate, prioritize, and then present the findings to the stakeholders we interviewed. This led to some priorities in the near-term (quick wins) and future concepts to be explored further.

3) Detailed Journeys



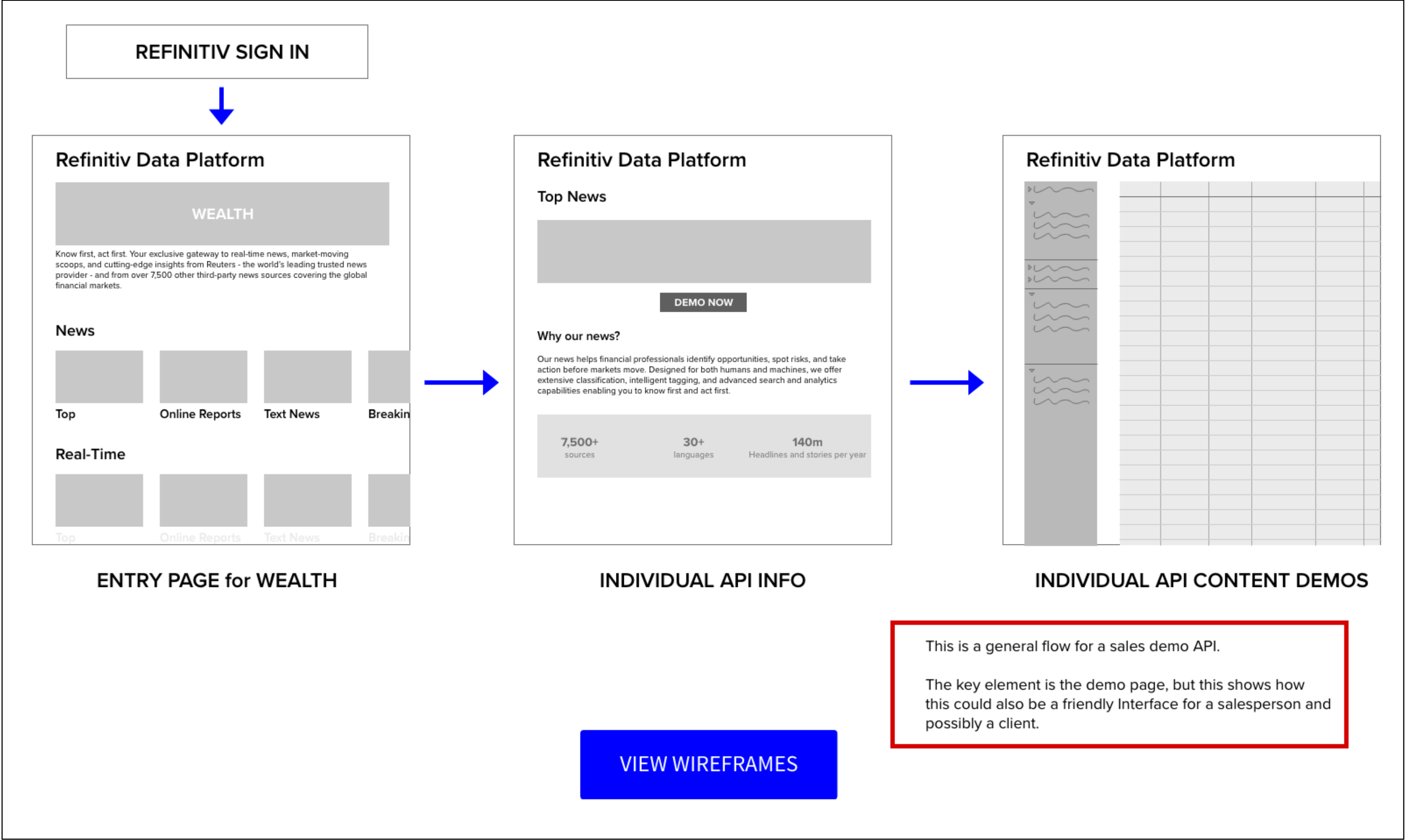
DETAILED JOURNEYS

The emphasis for late 2019 has been on the salesperson journey, so I've gone deeper on this using some of the same phases for the journeys from early interest by the customer all the way into trial and purchasing. This includes as much as we know about channels used for communication all the way to pain points and opportunities.

I've built these journeys in Sketch, but saved to PDF and even printed for in-person workshops.

ONCE SOMETHING IS PRIORITIZED, WORK ON MICRO FLOWS

After doing some initial UX research for several weeks, I was assigned to a team focusing on one of the 2019 priorities, the API Sales Demo tool. To get us started, we did a run down with the key stakeholders on needs. I worked with a product manager, business analyst, and did flows with them as they started to form stories. Even these initial flows at a very high level helped us make sure we weren't missing stories in the interactive UI. My earlier research helped me to speak for the needs of the customer user and the internal business users.



DIGITAL SKETCHING TO GET EVERYONE ON THE SAME PAGE

I use these rough black-and-white “sketches” because I work remotely and many of my stakeholders and my dev team are in different spots. Working with a business analyst or product manager, I’m able to do rough sketches with some call outs on functionality to get everyone on the same page per se. This actually really helps and people are able to comment. I use Adobe XD for this, which allows commenting with attribution. It’s quick and allows us to move from fairly low-fidelity drawings to higher fidelity when the time is right.

I can walk via any of these clickable experiences in person, but obviously cannot share these in a portfolio.

Refinitiv Data Platform for Wealth

Sign Out

Textual News

Key Examples

Custom Examples

General

Custom Category 1

Custom Category 2

Languages

Date

UPDATE

SAVE

1) Pre-set example configurations are created by an administrator and saved as “standard examples” (basic formula, with tagging, etc.).

These show for individual users and are updated by the administrator. Update pushes of these go to all standard sales users.

2) Individual salespeople can use these standard examples AND/OR they can alter these examples and add/subtract certain fields from view with the left side.

Any alterations can be seen by clicking “UPDATE” (same as “Submit” in TRKD) to see results on the right side.

3) These alterations or configurations could be saved by an individual user as a unique example set.

Clicking SAVE would prompt a salesperson to name the set and possibly choose a category / client to keep things organized. Categorizing could also help us group demos in different ways (client, use case, etc.) See the “Custom Examples area for where a saved example would display.

RESULTS

(TABLE, GRAPH, NEWS LEAD + PHOTO)

INDIVIDUAL API DEMO(S)

Purpose:

Pre-built requests are displayed in various manners (table, graphs, etc.) to show real content coming from the API.

Pre-built requests are created by a Refinitiv product manager (Wim), but also allow individual users to configure examples and save their alterations.

Priority

HIGH

This is the demo per se, so this is a must-have and likely comes before the other pages are created.

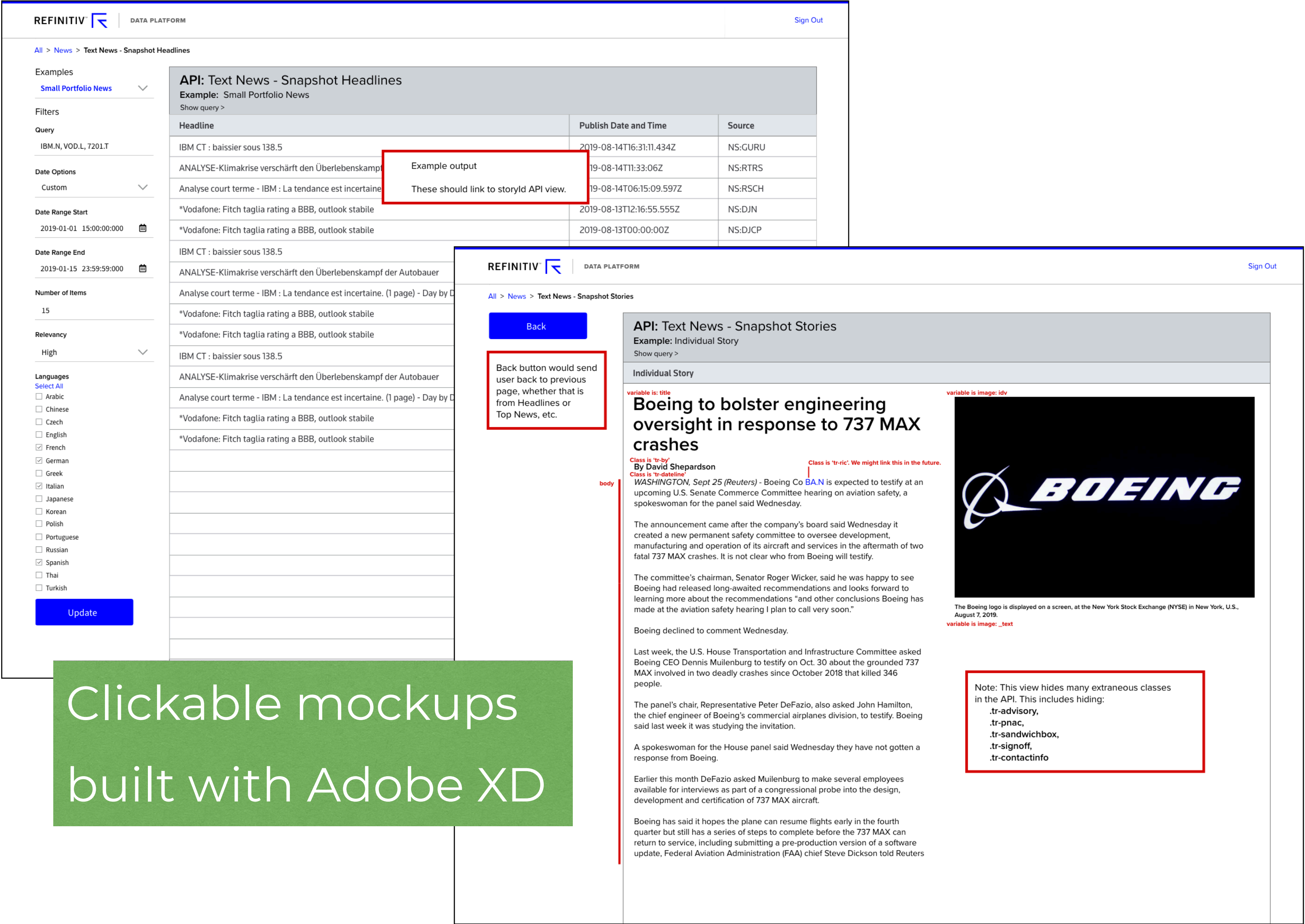
PREVIOUS

MARKETING / SALES ROUTE

CLICKABLE WIREFRAMES / PROTOTYPE

These are more of the final product. Since we are using an existing design system, I’m largely pointing to the right UI patterns and noting behaviors. This is affirming for the stakeholder regarding the workflow, which in this case is really key. I’m working with salespeople on several teams to make sure they can use this tool in a sales meeting. My clickable prototype (although it has no code) saves money by doing all of this approval and flow work before going to a development team. This uses Adobe XD, although could easily be built in Sketch + InVision or with Framer.


I can walk via any of these clickable experiences in person, but obviously cannot share these in a portfolio.



Clickable mockups
built with Adobe XD

BRING IT TO RELEASE, CARRY THE DESIGN ALL THE WAY THROUGH

In the teams where I’m embedded, I really get to know the developers well. My background in html and css at least lets me call out when a tag is being used incorrectly or when we are missing a few details such as our default loading mechanism or perhaps the wrong page alert. Either way, I’m sometimes in the weeds working in entering a Jira ticket myself, following up via email, or working with a BA on a dev team when available. I want to make sure that what the stakeholder saw and approved is what they see released.

REFINITIV  DATA PLATFORM [Sign Out](#)

All > News > Text News - Snapshot Stories

Back

Back button would send user back to previous

API: Text News - Snapshot Stories

Example: Individual Story

Show query >

Individual Story

Acceptance Criteria:

▼ Demo pages - overall

o Make the Show Query link more visible. Add hover/focus state, even a simple underline or solid bottom border on hover/focus.

o Need a loading icon for the page, especially the content area. It sometimes takes some time. Any way to get the images to load faster?

o Images: Can we always maintain the ratio? Sometimes it looks "squished" or the ratio isn't correct. Is there a standard height or width?

o Is there a way to give more "major" headers such as, "Examples" and "Filters" a higher level in hierarchy? These aren't just labels. They are more like an <h3> tag. I can help look in Element for this. For example, "Filters" should be bigger than "Query". See the mocks.

response from Boeing.

Earlier this month DeFazio asked Mullenburg to make several employees available for interviews as part of a congressional probe into the design, development and certification of 737 MAX aircraft.

Boeing has said it hopes the plane can resume flights early in the fourth quarter but still has a series of steps to complete before the 737 MAX can return to service, including submitting a pre-production version of a software update, Federal Aviation Administration (FAA) chief Steve Dickson told Reuters

.tr-contactinfo

My example acceptance criteria from a Jira story.

API POSSIBILITIES

Research

Journeys

Demo Flow

Demo Sketches

Prototype

Dev Team

Nate Kerl

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KID-FRIENDLY TEST PLATFORM

CLIENT: Questar Assessment

PROJECT SUMMARY

Create a standard test interface for multiple tests and clients. Test the test interface, the recognition of buttons, etc. so that kids aren't anxious about an interface.

TIMELINE

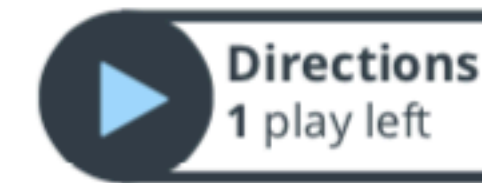
12 weeks start to finish including 4 days of in-person usability testing.

MY RESPONSIBILITIES

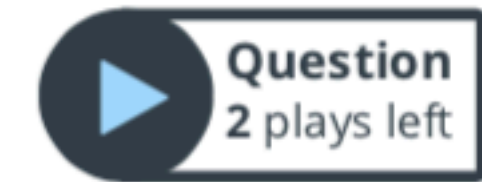
- User Research
- Experience Design
- Visual Design
- Leading Team

INTERESTING FACTS

2.4 million test sessions were delivered on the Questar online testing platform in 2016.



Listen and answer the question.



**When do you think is the best time to do homework?
three reasons to explain your opinion.**

Research

This was by far the most researched and scrutinized of any workflows and interfaces I've done in any role. These needed to work across platforms (iOS, Android, ChromeOS, and laptop Web browsers), but also pass heavy stakeholder approval and state education standards.



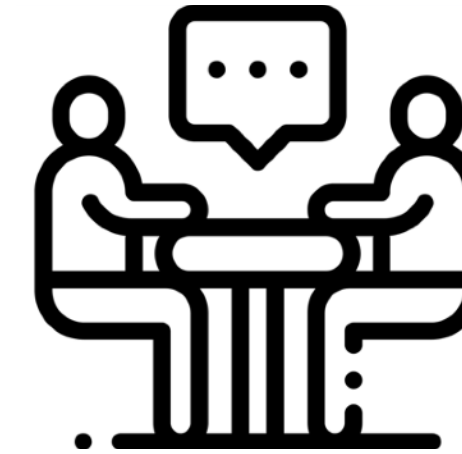
HEURISTIC EVAL

Done initially with internal experts and, by looking at our existing interface, I was able to get some immediate feedback from past history.



USER RESEARCH

Added in feedback from past clients, by looking at competitors, and by utilizing best practices for testing platforms in the industry used by open-source state consortiums.



USER FEEDBACK

My team helped create a “user research day” format where students came in to learn more about UX, but then also stayed to be testers and give feedback.



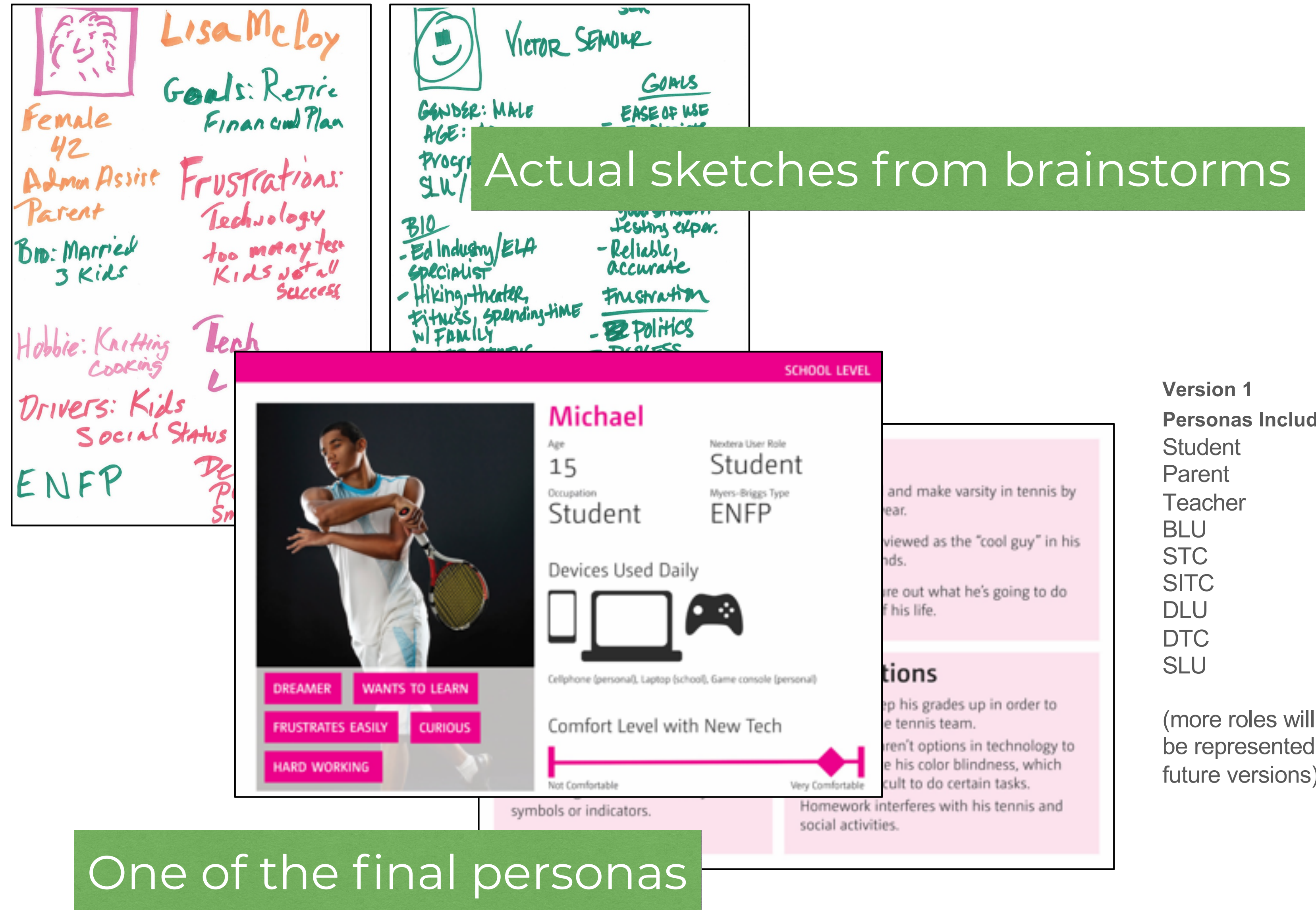
PSYCHOMETRICS

More in the “partnership” section, but this was an excellent way to utilize very smart people in test creation to give us research before even starting to draw up possible flows or UI.

USER PERSONAS TO HELP EVERYONE

While many people in the company had a good understanding of the sales process and customers, there wasn't personas created to help keep the user in mind while going through the research and design process.

The goal as a design team was to involve internal folks in the creation process (as well as outside interviews) and then create visually-appealing user personas that could be used by anyone in the company as well as employee onboarding.

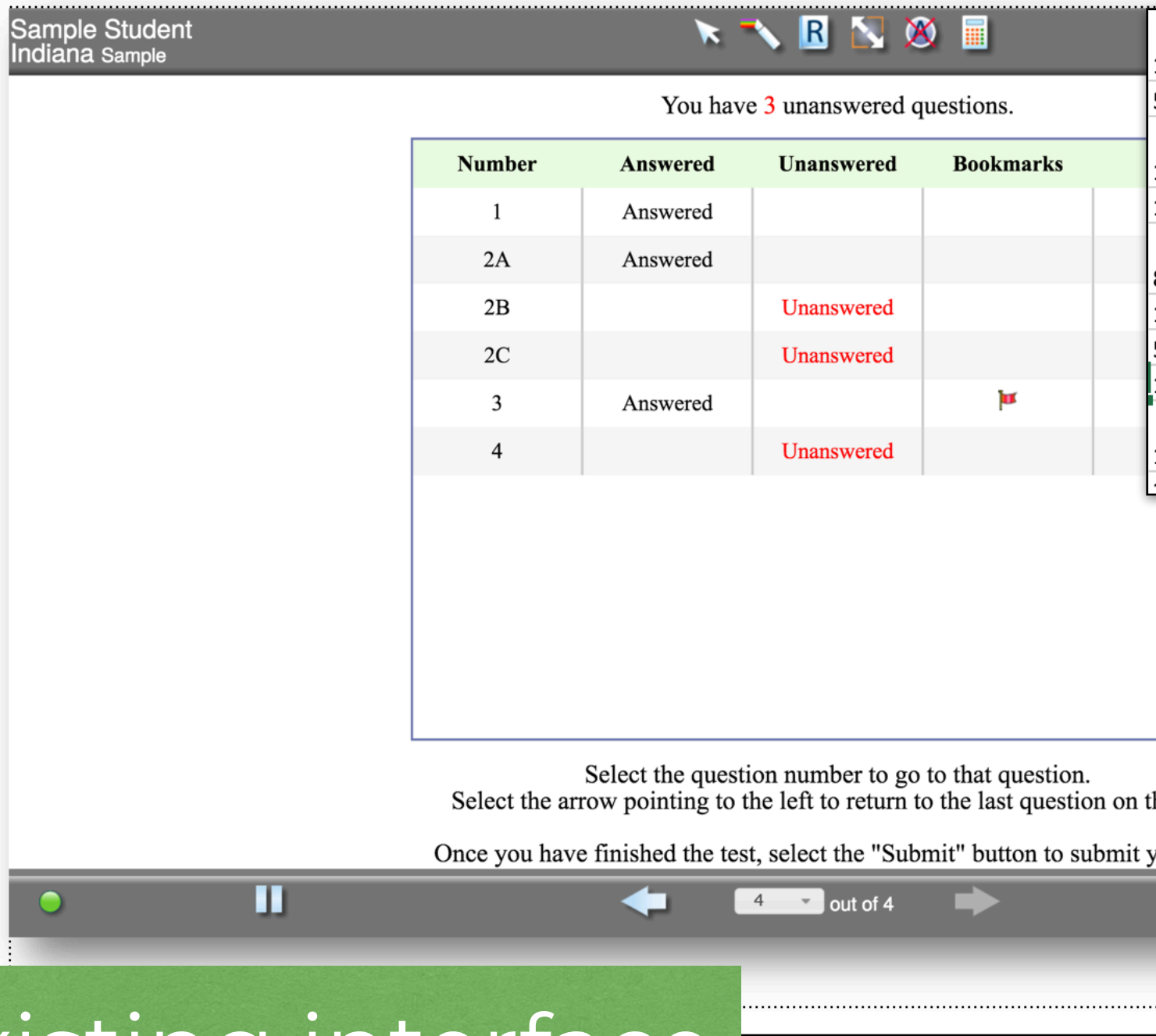


HEURISTIC EVALUATION,
PAST FEEDBACK,
COMPETITION

Looking at the current platform, there was some easy to identify things to change just based on usability and a heuristic evaluation using Nielsen’s 10 usability heuristics.

However, there was also things to mind with past surveys done with customers and competitive analysis of other platforms.

2014 and earlier design of Questar Testing System



Existing interface

1. Visibility of System Status	Hard to know how long it's taking- no real indication or ability to expect - no indication of time it takes -	medium
5. Error Prevention	No labeling on anything- it's a problem	medium
11. Affordances	Tablet would be EXTRA confusing - need to account for easy undersatnding of what is going on w/out hover	high
11. Affordances	Don't' know what icons are	medium
8. Aesthetic & Miminalist Design	No balance or margin control - NOT responsive to the page - Frame was arbitrary before - now gone	medium
11. Affordances	Why are there two speakers- confusion over functional icons	high
5. Error Prevention	What do you do here? How does a student know what is going on or expectations	high
11. Affordances	How are icons related to the text? Are they?	high
11. Affordances		
2. Match between System/		

Heuristic eval spreadsheet

Comments from ELPA21 Field Test

Scrolling

“The split screen with passages involving scrolling both up and down and left and right were difficult to use. This is very inconvenient for my students. **Students want to scroll from the right and not from a scroll bar in the middle of the screen.** In addition to this, the scroll bars were narrow and hard to grab and scroll.”

“Too many things to manipulate within test that are not related to student learning or abilities but computer skills (**examples are scrolling down, clicking and arrowing down, expanding passages**). It would be very overwhelming for all students, but especially K-1 that don't get much computer time in the classrooms and don't have many technology skills yet”

Summary from customer surveys

“**Too many things to manipulate within test that are not age appropriate.** It was overwhelming. The scrolling didn't work correctly and was difficult to figure out.”

WE ARE NOT THE USERS

Working as a b2b partner, it's easy to lose sight of the actual end users of the test platform. While no clients asked us to put the platform in front of students, we found this early research important as well as getting validation on a redesign.

Just a few things we learned on a particular user research day with students:

- **Learned about our test takers** (all students had experience testing on a computer, 84% actually preferred computer test taking)
- **Validated strengths of our platform** (labeling, iconography, ease of use on iPad, etc.)
- **Highlighted areas that should be explored further** (test submission process, quick changing between questions when available, language for younger/ELL students, etc.)



From an actual user feedback day.

Key Findings

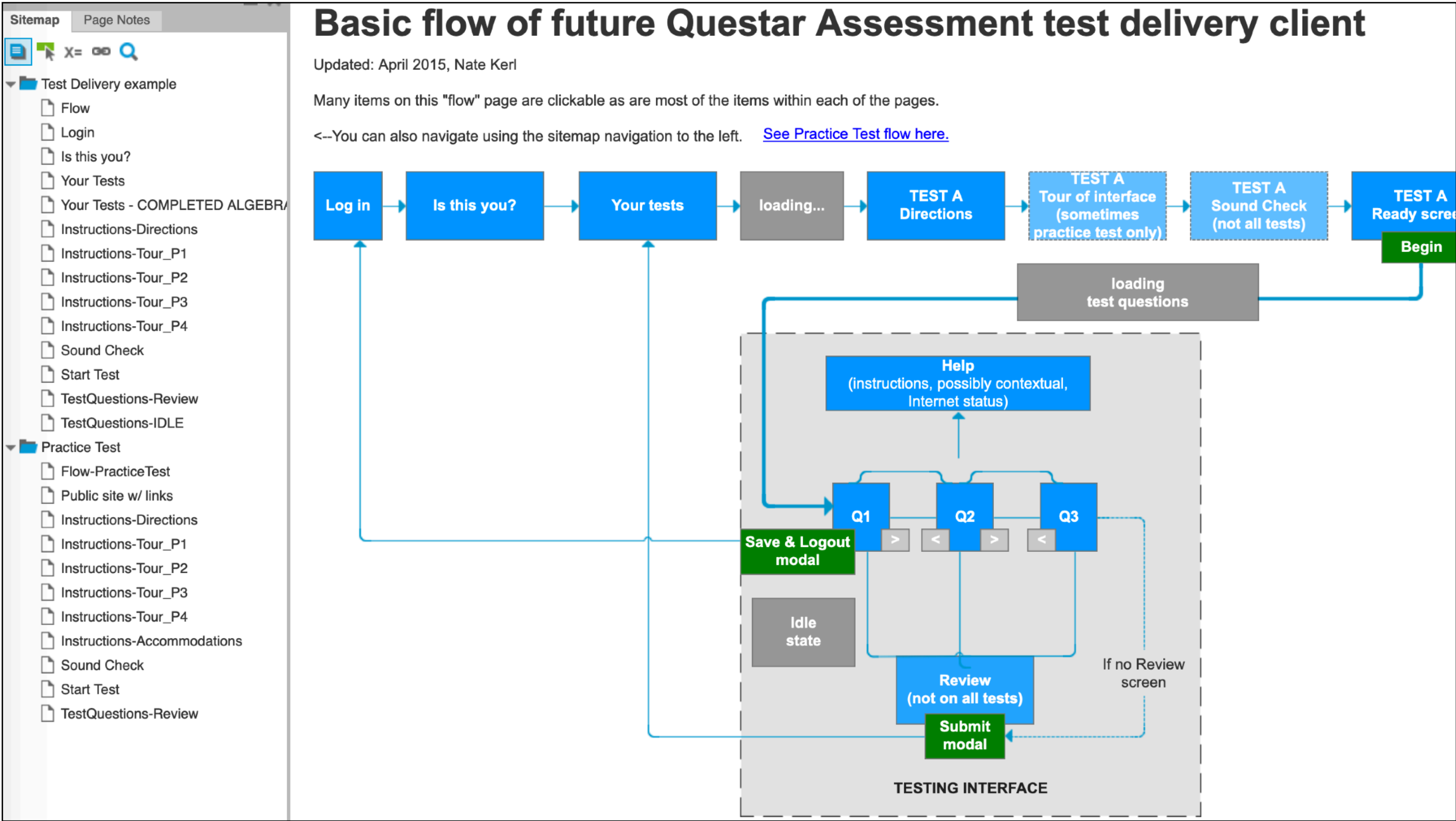
- **Iconography**
 - Update some icons to be more recognizable to users
 - Keep the text labels, particularly for difficult concept items (like answer masking and line reader)
 - Based on results, reduce the size of icons to save on space (icons were only guessed correctly 4% more at a larger size)

Highlighter	
Percent Correct: 46% (7)	Percent Correct: 46% (7)
Line Reader	
Percent Correct: 0% (0)	Percent Correct: 0% (0)
General Masking	
Percent Correct: 0% (0)	Percent Correct: 6% (1)

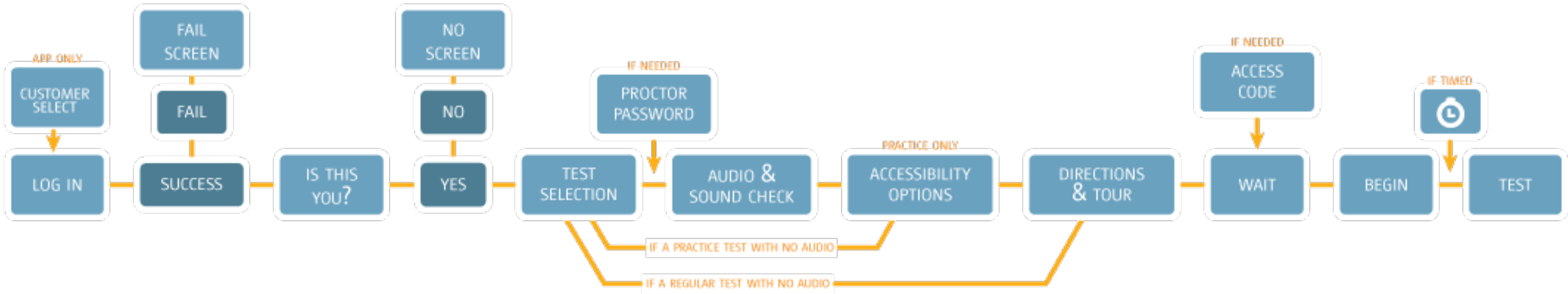
Presentation to leadership

DOCUMENTING AND EVALUATING A FLOW

A testing interface is complex, because it needs to work for multiple different types of tests, various numbers and types of questions (per test), accommodate language, accommodate for different tools for students, and potentially have different workflows depending on whether a test is for practice or not. This is a very simple flow, but they get far more complex than this. Each client had unique needs, each test had unique needs, and each student could even have unique needs (tools turned on/off, question order, etc.). This took dozens of rounds for me to get right and definitely needed the interactive prototype here built with Axure. But, it saved hundreds of hours of development and lessened user confusion.



Nextera Test Delivery Client default workflow



ELA - English II

Question 1 of 24

You've answered 0 of 24 questions.

Review

calculator

ruler

protractor

selector

highlight

reading guide

magnifier

Play Questions

1.0x

Play All

Play Passage

Play Questions

Play Answers

cerpt from Mary Shelley's *Frankenstein*

Chapter 12

1 "I lay on my straw, but I could not sleep. I thought of the occurrences of the day. What chiefly struck me was the gentle manners of these people, and I longed to join them, but dared not. I remembered too well the treatment I had suffered the night before from the barbarous villagers, and resolved, whatever course of conduct I might hereafter think it right to pursue, that for the present I would remain quietly in my hovel, watching and endeavouring to discover the motives which influenced their actions.

2 "The cottagers arose the next morning before the sun. The young woman arranged the cottage and prepared the food, and the youth departed after the first meal.

3 "This day was passed in the same routine as that which preceded it. The young man was constantly employed out of doors, and the girl in various laborious occupations within. The old man, whom I soon perceived to be blind, employed his leisure hours on his instrument or in

Which two quotes best support the idea that the r lives outside normal society?

☐ "The young man and his companion often wen and appeared to weep."

☐ "If such lovely creatures were miserable, it wa strange that I, an imperfect and solitary being be wretched."

☐ "I was at first unable to solve these questions, perpetual attention and time explained to me appearances which were at first enigmatic."

☐ "I cannot describe the delight I felt when I lea ideas appropriated to each of these sounds an able to pronounce them."

☐ "I could mention innumerable instances which slight, marked the dispositions of these amiab cottagers."

Don't share or discuss the contents of this test or material with others. Let your teacher know if you see someone cheating right away.

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Questar

Mississippi Statewide Assessments

Jill Smith

Sign Out

Let's make sure we can hear you.

This test will require you to speak some of your answers and we'll record them. Click on the Record button below and read the sample text.

Recording

"I had fun playing with my friends at the park last night."

Don't share or discuss the contents of this test or material with others. Let your teacher know if you see someone cheating right away.

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Questar

REUSABLE IS
IMPORTANT

We needed reusable components, not just for saving development hours, but also because each component needed to be heavily tested for accessibility compliance. In our case, that meant meeting strict ADA 508 compliance. We also had tools such as text to speech, which had to work and be tested. Not having it work for a student was not an option and we had to meet strict standards set by states to protect students and meet 508 accommodations.

Nextera

HOME

CSS • Components

JavaScript

Customize

Questar Assessment

Flat style guide for adjusting our Bootstrap install and keeping our digital products user patterns and style aligned.

DOWNLOAD

DOWNLOAD

Questar Assessment

What's Included

Basic template

Examples

License FAQs

Customizing Bootstrap

TYPOGRAPHY

Headings

h1.Bootstrap heading

Semibold 38px

h2.Bootstrap heading

Semibold 32px

h3.Bootstrap heading

Semibold 24px

h4.Bootstrap heading

Semibold 18px

h5.Bootstrap heading

Semibold 16px

h6.Bootstrap heading

Semibold 12px

Emphasis classes

1. Lorem ipsum dolor sit amet

2. Consectetur adipiscing elit

3. Integer molestie lorem at massa

4. Facilisis in pretium nisl aliquet

5. Nulla volutpat aliquam velit

6. Phasellus lacus neque

7. Purus sodales ultricies

8. Vestibulum laoreet porttitor

Blockquotes

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a ante.

2. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a ante.

3. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a ante.

BUTTONS

Buttons Options

Button sizes

TABLES

Basic example - Optional classes (Striped · Bordered)

DROPDOWNS

Dropdown menus - Dropdown headers - Disabled options

BUTTON GROUPS

Basic button group

Multiple button groups

Nested button groups

Vertical button groups

Justified button groups

NAVS

Tabs

Pills

Options - Justified links - Disabled state

Tabs with dropdowns - Pills with dropdowns

LABELS

BADGES

LIST GROUP

Basic list group

With badges

Linked list group

Custom Content

PANELS

Basic panel

Panel with heading

TEST PLATFORM

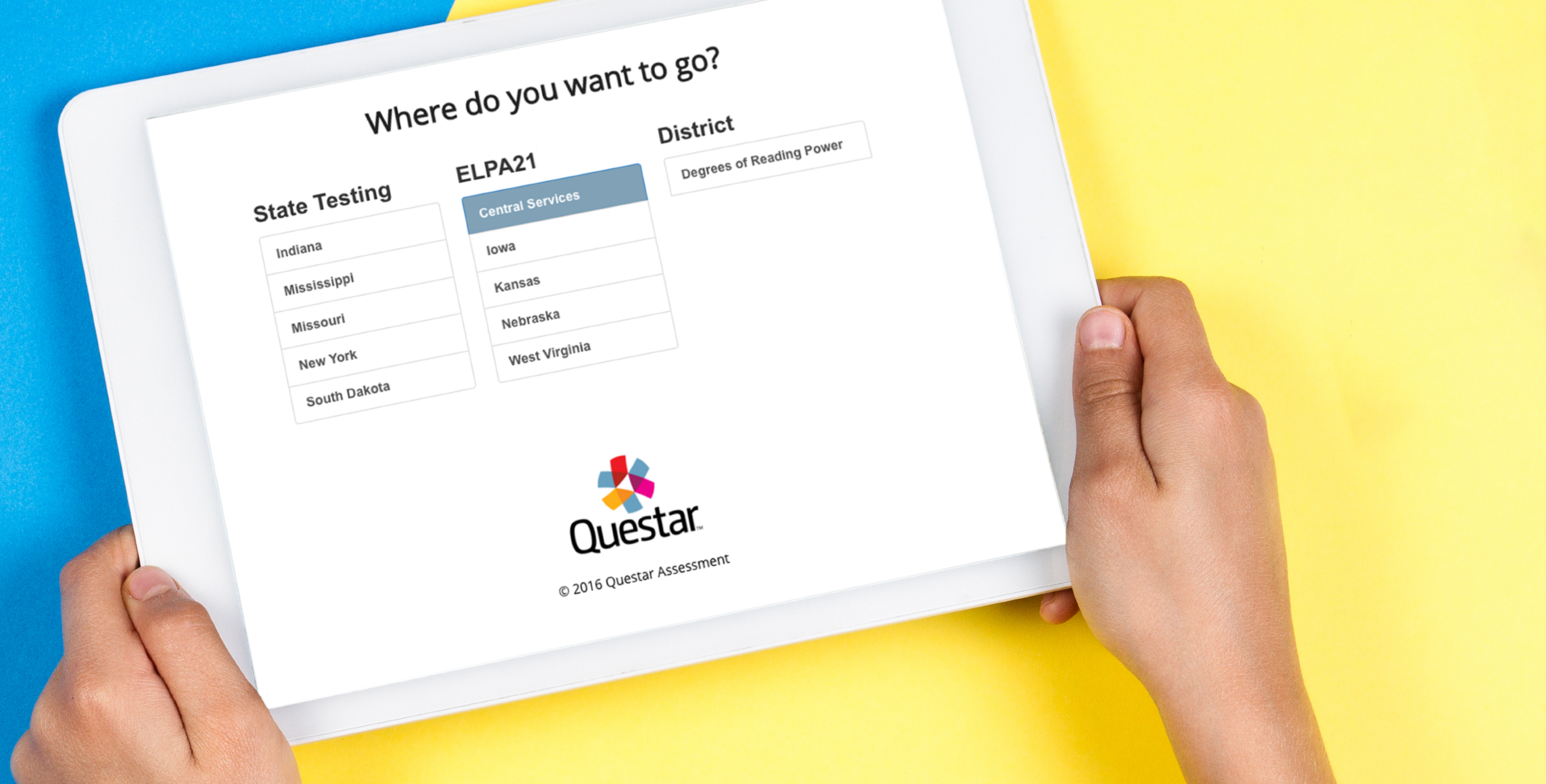
Research

Workflows

UI Design

Partnership

Nate Kerl 23



TOUCH FRIENDLY, TABLET READY

Our design also had to work in a responsive manner for different screen sizes, but also fit for being wrapped for the iOS Apple platform and the Android platform. This was limited to screens best for testing, namely tablets or larger. I also helped launch the apps to the app stores with all of the marketing collateral and imagery needed.

UX + Psychometrics

We had a unique partnership in our UX team where we could work with specialists in psychometrics, which in the testing world is an expertise analyzing the psychology of test items and more. Most of these experts, which had PhDs in the topic, were great partners in feedback on the tools we created and often sat in on UX testing and provided best practices in the industry on tools, naming, and ideal interactions for tools. It was a great asset and partnership. We could provide knowledge on colorblindness, user interactions. They could provide the research on test taking and test items.

Question 2 of 30

Review

✔ You've answered 2 of 15 questions.

Tools

calculator

protractor

ruler

selector

highlight

eliminate answers

reading guide

magnifier

75%

The gra below t

following

- S
- S
- S

Close

Review your test

Question #	Answered	Flags	Notes
1	Yes	🚩	📋
2	Yes		
3	Yes	🚩	📋
4	No		
5	Yes		
6	No		📋
7	Yes		📋
8	No		
9	Yes		
10	Yes		
11	Yes		
12	Yes	🚩	
13	No		
14	No		
15	Yes		

« 1 2 »

You have answered 12 of 20 questions.

Click or tap the I'm Done button when you have finished your test.

I'm Done

🚩

↺

↻

↺

CONTACT US, BETTER AND FASTER

CLIENT: Jostens

PROJECT SUMMARY

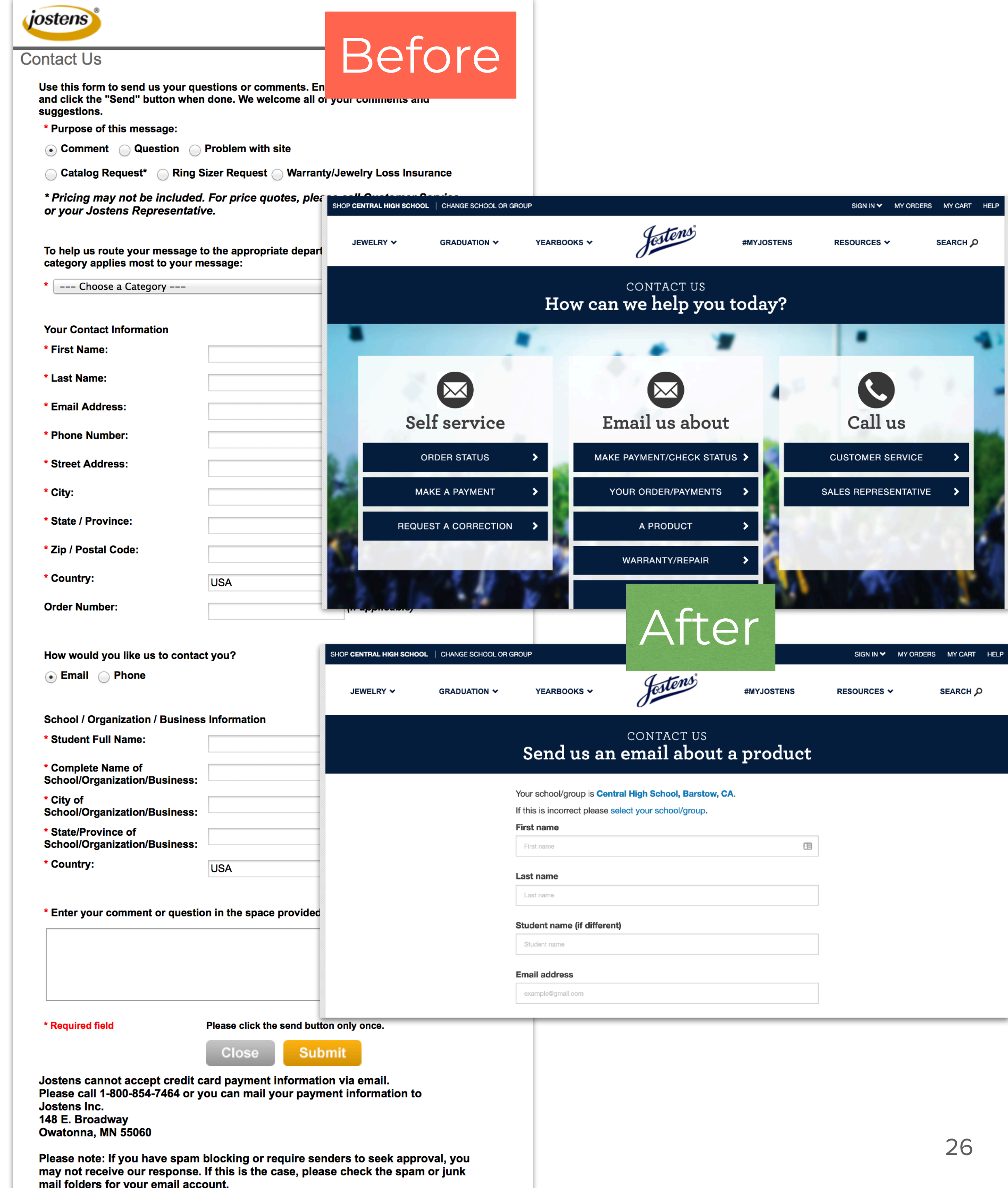
With more customers being routed via the [josten.com](#) site, I had a hypothesis that we could improve the self-service portion to more easily get people a correct phone, email form, and sales rep without looking through a long list. The form itself was also unwieldy and was more of a catch all than actually putting the user’s satisfaction first.

MY RESPONSIBILITIES

- Product Management
- Research Planning
- Content Strategy

INTERESTING FACTS

Jostens has over 20,000 unique storefronts. A customer could be calling about any of these items from professional league championship (MLB, NBA, NFL, etc.) rings to a yearbook for a kindergartener.



In this research project, **planned and conducted 27 interviews** with call center reps, stakeholders, existing users, and potential users in Minneapolis and Chicago.

12

ONE-ON-ONE
INTERVIEW SESSIONS

8

PEOPLE PARTICIPATED
IN GROUP SESSIONS

7

CLIENT STAKEHOLDER
INTERVIEWS

32

HOURS OF
INTERVIEWS LOGGED

QUANTITATIVE
RESEARCH BY MINING
THE CALLS, EMAILS,
ANALYTICS

For quantitative research and a business case, I went out and got real numbers on phone and email contacts by type, then worked with customer support management to figure how numbers might change with the improved routing. Some basic math and collaboration gave me the business case to go back to leadership for funding.

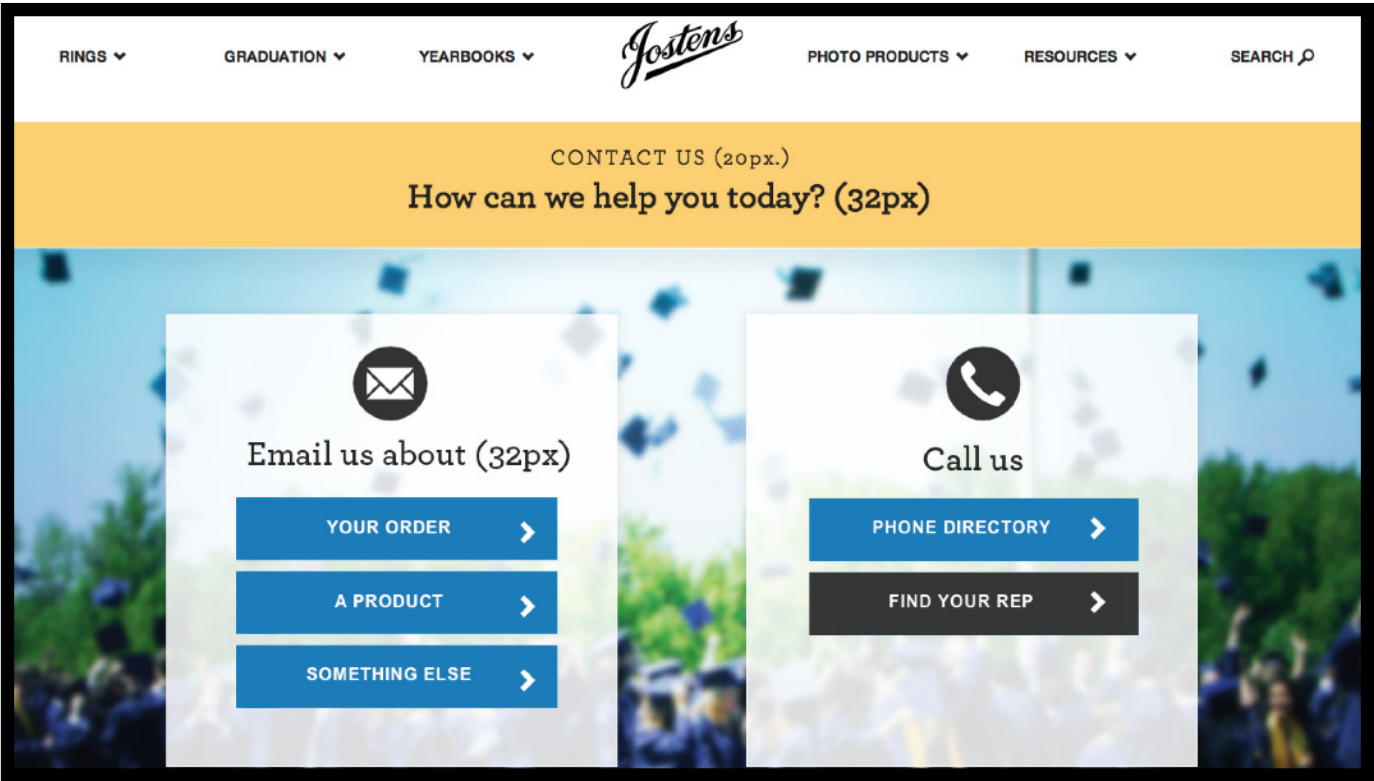
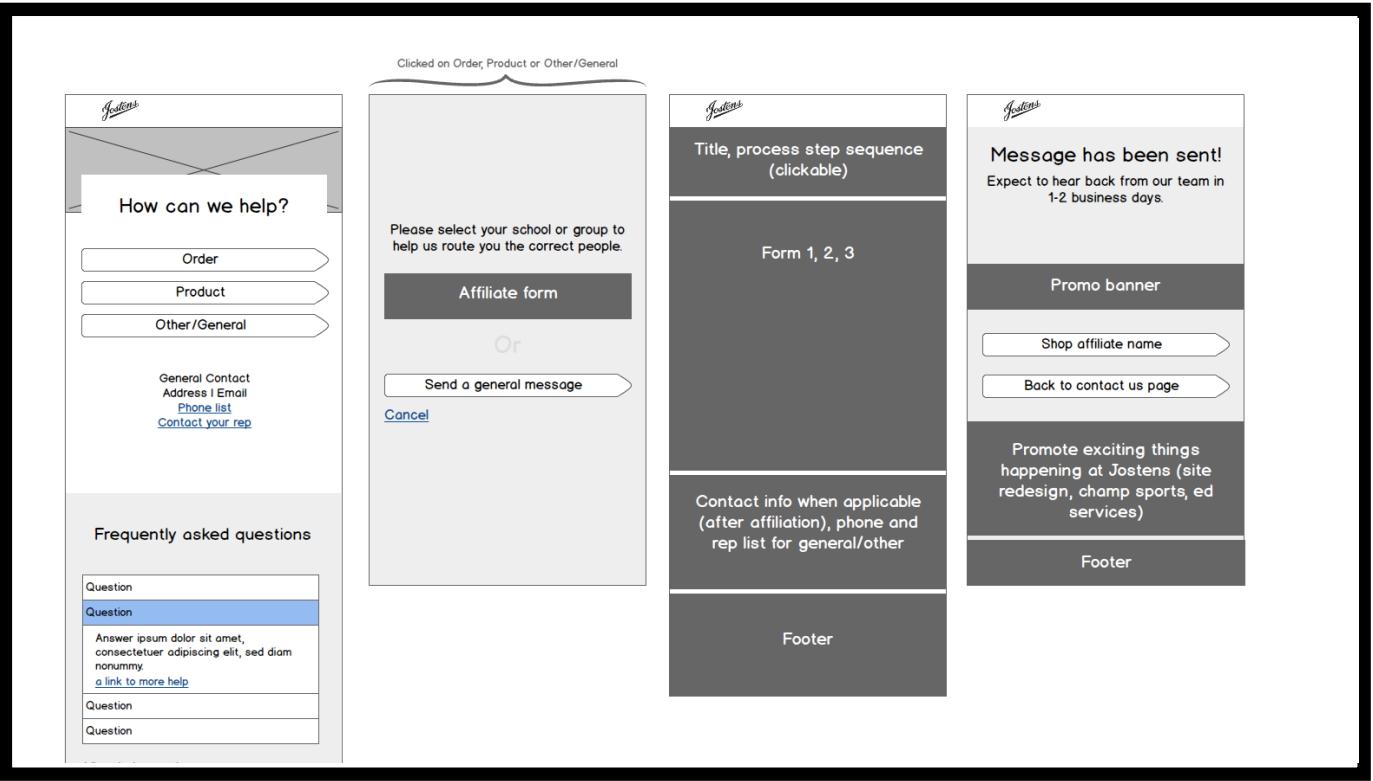
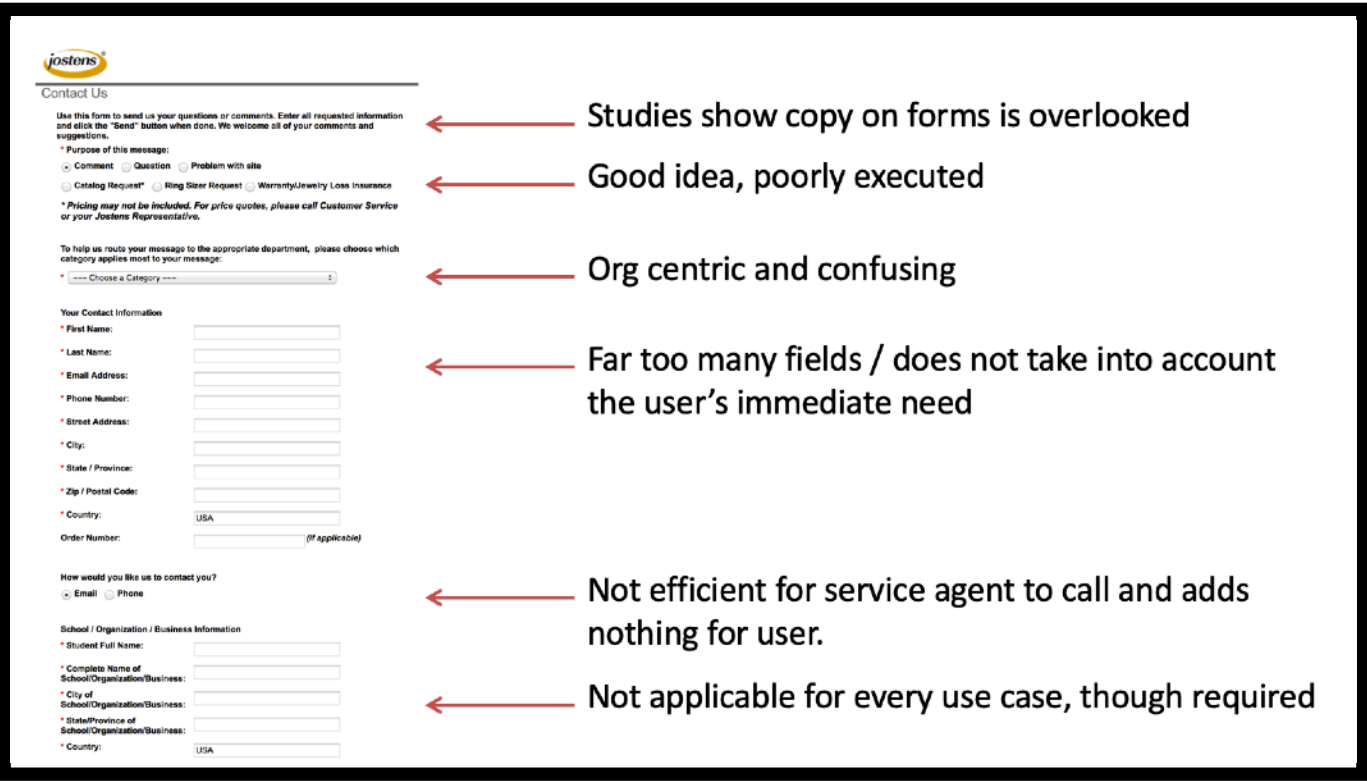
Contact Us - CIPs						
Contact Us Form Enhancements						
Best	Current			Goal		
Contact Channel	Incidents	Cost/Incident	Cost	Savings/Incident	% Reduction in Incidents	Annual savings
Phone			\$	\$	2.0%	\$
Email			\$	\$	5.0%	\$
					Total	\$
Better	Current			Goal		
Contact Channel	Incidents	Cost/Incident	Cost	Savings/Incident	% Reduction in Incidents	Annual savings
Phone				\$	1.0%	\$
Email				\$	3.0%	\$
					Total	\$
Good				Goal		
Contact Channel				Savings/Incident	% Reduction in Incidents	Annual savings
Phone				\$	0.5%	\$
Email				\$	1.5%	\$
					Total	\$

Future State / Solution

- More intuitive for the user
- Direct pathways to the correct service agent
 - (RBO & NRBO included)
- Decreased cost of ticket
- Decreased ticket volume
- Increased customer satisfaction scores

Jostens

PROCESS DIAGRAM



HEURISTIC ANALYSIS

There were many basic UX problems here. I worked with a UX designer and together we had some pretty obvious changes that could be made for usability and to put mobile first in designs.

WIREFRAME SESSIONS, REVIEWS

This was not just for the end user, but also for customer support who would need to know how this form worked and could help us verify the most common pathways. Wireframe sessions were helpful to make sure we mastered the somewhat complicated flow.

DESIGN INTO DEV

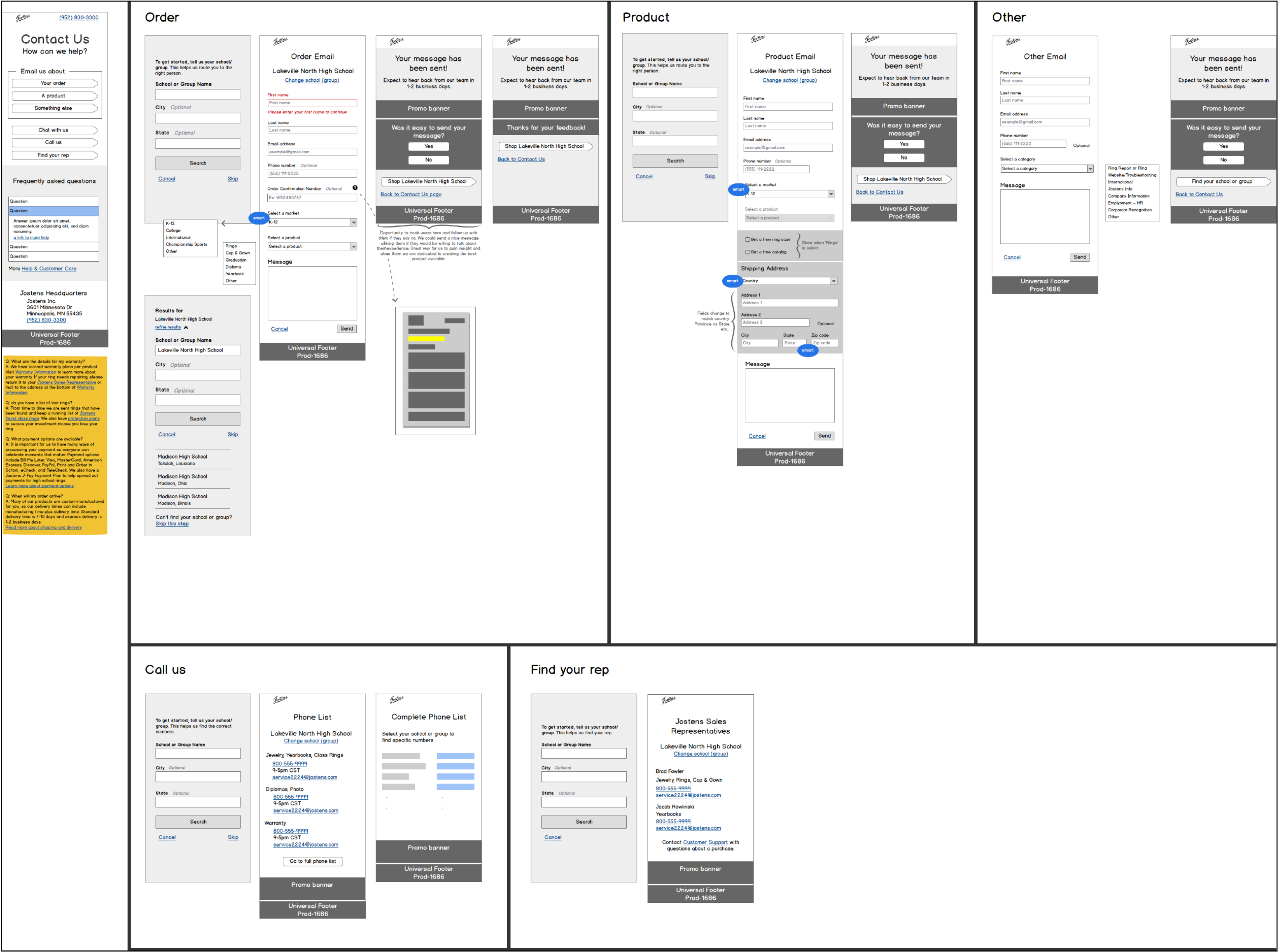
As a product manager in this role, I helped carry this project via from beginning to end. This also involved watching the analytics afterward and working with the team to tag things correctly to get accurate stats.

MOBILE-FIRST, BUT STILL COMPLEX

We knew that more and more of demographic was going mobile, but we couldn't stop supporting the core site, so a responsive design approach was key.

Users trying to contact Jostens were also more likely to be mobile since they were often responding to order emails or trying to use their phone to call.

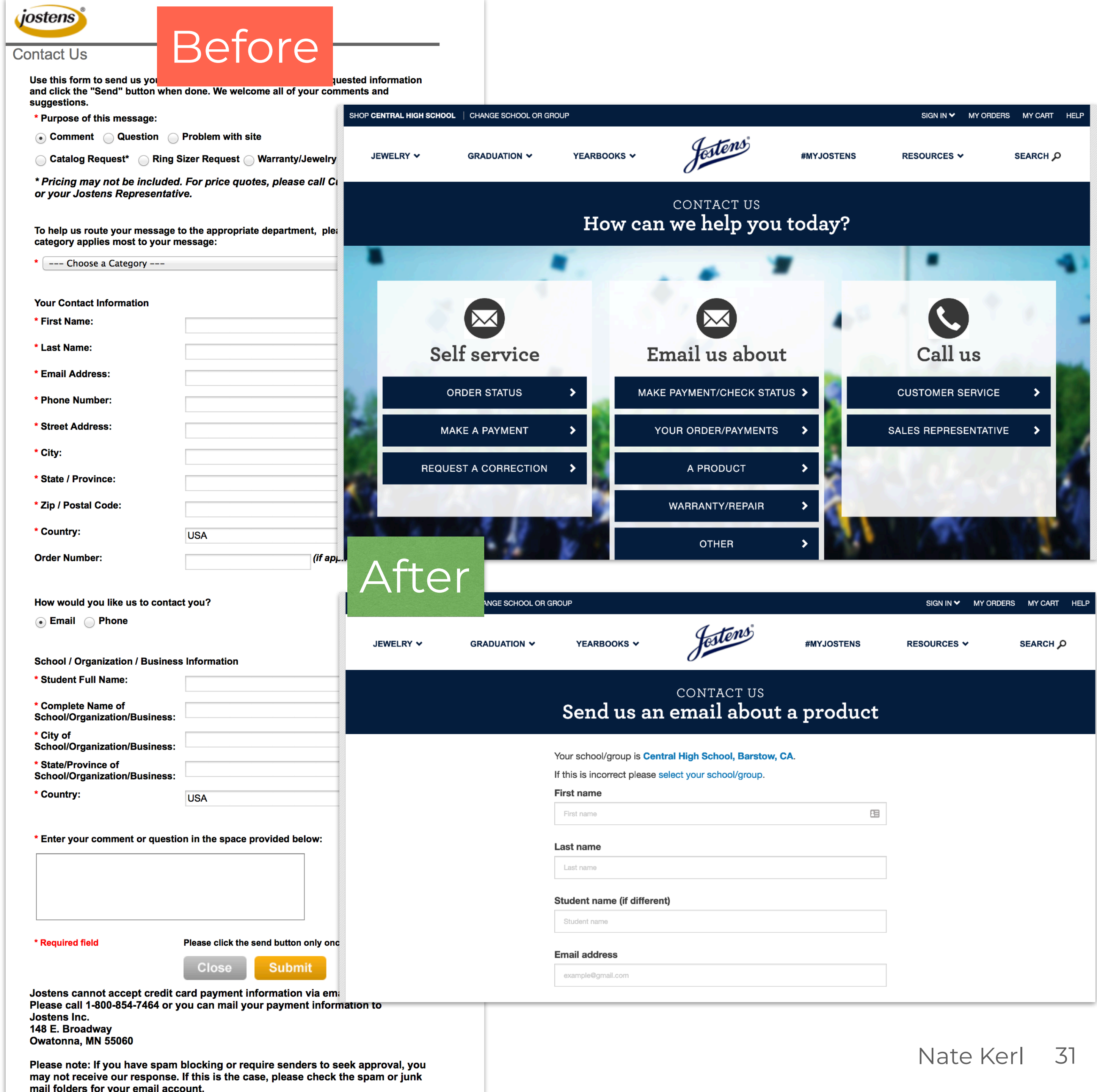
The screens were complex, but we needed to make sure the workflow was understood not just by a development team, but also carried through to customer support groups to understand routing.



LEARNINGS

Customer communication processes are complex and often under-appreciated. They cross business verticals, markets, and need to have a flow that is understood both internally and externally. Contact routing and numbers often change, additionally the results of self-service workflows often affect employees–sales reps, product support, and customer support.

Product managing this is very much like being a conductor for many different types of instruments. This contact process still lives today on jostens.com/contact. It has only changed a little since I was there.



ENDORSEMENTS

ENDORSEMENT FOR NATE

“Nate is a collaborative user experience expert who is passionate about creating amazing customer experiences. In a short time, Nate was able to apply his expertise and come up with "quick win" experience changes to drive business value using an MVP approach. This included the school store, site search, and contact us redesign to be mobile friendly/responsive. We were able to implement these changes and show the business value with increased conversion rates, reduced bounce rates, and reduced customer service calls. Nate's knowledge of technology was beneficial in creating the balance of feasibility, user experience, and business need.”

SHAWN WOOD

Director of
Technology for
Jostens in 2014

[View on LinkedIn](#)

ENDORSEMENT FOR NATE

“Nate is a great communicator and fantastic speaker. He could easily sell a design as well as a technical solution, but he was never afraid to loop in others for their input. He was a smart leader who utilized his people's strengths. If he didn't know the answer he wasn't afraid to say, let me research that or bring in a team member who was an expert in it.”

RACHEL BOWLAND ULSTAD

Web Design Supervisor at
Capella in 2013

[View on LinkedIn](#)

ENDORSEMENT FOR NATE

“In 2010 we were working on a few projects that were set up as a design competition among the designers. During the design critiques Nate would give thorough and helpful feedback to every designer, and often gave away some of his great design ideas, even though it was a competition. He earned my respect and trust during that time. The fact that he was more focused on improving the designs and not his own personal gain, says a lot about who he is.”

VALERIE ALLEN

Senior Designer at
Capella University

[View on LinkedIn](#)



LET'S
TALK

GET IN TOUCH WITH NATE

I'm passionate about solving some of our world's most interesting problems. My ability to take the ambiguous and make sense of things might be the right fit.



WHERE TO FIND ME ONLINE



MY WEBSITE

www.natekerl.com



LINKEDIN

www.linkedin/in/natekerl

I'd love to show you more of my work and answer any questions you may have:

SEND ME AN EMAIL nate.kerl@gmail.com

GIVE ME A CALL **763.213.4415**