

Nate Kerl

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experience

Lead Designer, Thomson Reuters (now Refinitiv)

October 2016 - Present

- **Leading design work from early concepts through release** including reviews with stakeholders, developers, and fellow designers. Some of these are highly-interactive data-driven visualizations, other are data-heavy interactive tables with complex messaging for all types of situations. Contribute back to pattern library and documentation so that other teams could benefit.
- **Fully redesigned the UX and UI** of two key pieces of software, including bringing them on brand, fully responsive, ADA 508 accessible, and usable for touch. The documentation of this became the basis for a new theme with our "Element" design system.

User Experience Manager, Questar Assessment

August 2014 - October 2016

Lead product designer and UX team leader for digital assessment products focused on K-12 statewide testing. Hired and led a team of three user experience analysts and designers.

- **Enacted the company's first user testing** with focus on key personas from K-12 students to adults using our software.
- **Enacted design sprints to test prototypes with users** and current customers. Prototypes (both live html/css/js or UXPin) are in close collaboration with product managers and program managers.
- Gathered and assembled **Questar's first user personas**. Kept these updated, presenting to teams across the company to better understand users of our products and services.
- Redefined all of our online products to create a "family" of UI patterns that can be reused across our online products and provide a consistent customer experience.

Digital Product Manager, Jostens

August 2013 - July 2014

- **Prioritized, led enhanced site search and saw a 4% growth in dollars per cart for those utilizing the tool vs. not.** Figured financials using outside research and analysis of internal Google Analytics data. Upon launch, **sales for those using site search vs. those who did not increased 4% y-o-y (1% better than forecast).** The experience uses Solr data and searches each of the 20,000 unique storefronts.
- **Streamlined customer service, sales contact process** seeing immediate savings of \$50,000 for enhanced routing of incoming email.

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skills

Design

User-centered design, personas and journey mapping, storyboarding, rapid prototyping, data visualization, digital accessibility. I like to see my designs through from beginning to release and future iterations.

Research

Heruristic evaluations, affinity diagrams, a/b testing, focus groups, interviews.

Product Management and Ownership

Good understanding of UX design integrating with agile and scrum, leading story mapping exercises, and maintaining a backlog of user stories ahead of a development backlog. Have "Foundations" certification from Pragmatic Marketing.

Team Leadership

Experienced in hiring, budget, delegation, process improvement, strategy, SBI feedback method, performance reviews. I have been through formal leadership training programs.

Tools

I use the best tools for the job and learn and teach others quickly. Recently, I've really been using Adobe XD, Sketch, and Framer.

Code

HTML5, CSS3, JavaScript, and frameworks. I don't keep up with these as much anymore, but I get the power of each of these and can push developers when the design needs to sing.

education

Master of Business Administration, Marketing Capella University

My MBA final thesis focused on the "ROI of User-Centered Design"

Bachelor of Arts, Communication Arts and Creative Writing

Wartburg College, Waverly, IA

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experience (continued)

Web Design Manager, Capella University

December 2010 - May 2013

- **Grew team from 4 to 15 people in less than two years** based on business needs and positive reputation of team.
- **Managed budget of \$1.5 million** in both salaries and small marketing projects.
- **Led creative design and client-side development for Capella's first mobile applications.**
- Championed brand standards and code standards with outside agencies on landing pages, paid media, banners, minisites, video, and early mobile experiences by **revising Capella's brand standards guide and marketing this outward within the company.**
- In addition to full-time staff, **managed up to 8 on-site contractors at one time** for additional work in marketing ui design and front-end development.
- Helped to carefully fold in ux, design, and front-end development from waterfall to agile scrum environment.

Senior Web Designer, Capella University

September 2009 - December 2010

Lead web designer for Capella including capella.edu, capellaeducation.com, capellaresults.com, and other core Capella digital experiences.

- Designed proprietary comment functionality tool that is the first of its kind in the education space, leading to a **7% improvement in lead rates, 9% decline in bounce rates.**
- Lead designer for site marketing Capella's faculty, staff, and classroom experience. Site had **lead conversion rate of 3%-7% and hundreds of social media shares per month.**

Interactive Designer, Capella University

September 2007 - September 2009

Designed standards-based multimedia for Capella courses, specializing in interactive video pieces. Directed, designed, coded the company's core digital marketing solutions utilizing video.

Native English Teacher in Shiehung, S. Korea

September 2006-September 2007

English teacher for students in grades 2-6.

Web Designer, Exhibitor Magazine Group

August 2004-August 2006

Designed, developed, maintained 20,000 webpages for the company including two magazines, a certification program, a trade show and an multidisciplinary design conference.

community

UXPA Minnesota member

Design Mentor for undergraduates at the University of Minnesota College of Design

personality insight

StrengthsFinder 2.0 attributes

Ideation, Learner, Strategic, Relator, Responsibility