

Nick Mason

Director, Product Design & UX
Durham, North Carolina

Experience

Director, Product Design & UX Valassis

06/2019 - Present Morrisville, NC

Responsible for UX Design & Research for Digital Advertising products. Successfully introduced Design Systems into the Product Development lifecycle. Rearchitected several legacy systems to maintain or reassert competitive advantages. Helped create a Product Development Mentorship program. Coordinated with Product and Engineering to drive the product roadmap. Collaborated with sister companies to create a design-driven culture.

Senior Product Design Manager Valassis Digital

07/2018 - 06/2019 Morrisville, NC

Promoted in 2018 to lead the entire Product Design team. Assumed additional responsibilities around monthly capitalization of team tasks in coordination with Finance. Responsible for team hiring and yearly budget planning.

Interaction Design Manager MaxPoint / Valassis Digital

06/2016 - 06/2018 Morrisville, NC

Led the Interaction Design focus of our internal Product Design team. Coordinated with Product and Engineering to plan yearly roadmaps, quarterly execution, and other timelines. Continued to evolve the Product Design team's engagement model throughout the organization. Responsible for the corporate website's design, development, and delivery.

Senior Interaction Designer MaxPoint

03/2014 - 06/2016 Morrisville, NC

Lead Designer - Internal Tools Suite
Helped to establish a Product Design team for a growing startup, growing the team from 3 members to 8, defining team norms, tooling, and interaction models throughout the organization. Provided mentorship, coaching, and support to Interaction Design interns.

Assistant Vice President, Senior UX Designer Deutsche Bank

07/2011 - 03/2014 Cary, NC

Designer - Cash Manager, focused on Payment & Collections.
Lead Designer - dbPalace, a Risk & P&L application.
Lead Designer - Alerting, an ecosystem of software driving the next evolution of electronic trading.
Leading member of the User Experience Community of Practice and local chapter lead, evangelizing the value of UX throughout the organization.

UX Designer Freelance

03/2009 - 06/2011 Raleigh, NC

Worked with various clients on UX projects, including electronic medical records software, household appliances, and 3d modeling software.

Designer HumanCentric Technologies

08/2006 - 02/2009 Cary, NC

UI Design and UX Research for various clients such as Motorola, Qualcomm, Dell, Kodak, and Chrysler. Responsible for the setup and operation of on-site usability lab.

Customer Care Manager Stockton Graham & Co.

2005 - 2006 Raleigh, NC

Managed the inside sales team responsible for client support & outreach in a regional wholesale coffee roaster.

Contact

nicholas.j.mason@gmail.com

919-376-6918

<https://notthedrummer.design>

Profile

I have over 15 years of experience driving measurable user-centered product outcomes in complex industries such as Consumer Technology, Healthcare, Finance, and Online Advertising through principled design practices.

Tools & Technologies

Design Tools

Figma
Miro
Whimsical
Adobe Creative Suite
Framer X
Sketch
Principle
Balsamiq Mockups
Omnigraffle
InVision

Tools

Technologies

Javascript - jQuery, Angular, React, Node.js, Webpack
CSS - LESS, SCSS, SASS
HTML
AWS - Cloudfront, Route53, S3, Lambda