

Scott Nichols

LEAD PRODUCT DESIGNER FOR DATA-DRIVEN SAAS PLATFORMS & PRODUCT SYSTEMS
GREATER BOSTON AREA | SCOTTNICHOLS@ME.COM | [LINKEDIN.COM/IN/SCOTTANICHOLS](https://www.linkedin.com/in/scottanichols)
PORTFOLIO: [HTTPS://SCOTTNICHOLS.ME/HELLO-KLAVIYOS](https://scottnichols.me/hello-klaviyos)

SUMMARY

Lead product designer with 10+ years of experience designing complex, data-rich SaaS products across cybersecurity, fraud prevention, automation, insurance, and regulated environments. Skilled at shaping ambiguous product opportunities into intuitive workflows, scalable design patterns, and polished experiences that support adoption and customer trust.

Experienced partnering closely with Product, Engineering, Research, and leadership to define product direction, prioritize high-impact work, prototype solutions, validate concepts, and guide implementation through launch and iteration. Brings a systems-thinking approach to design, with deep experience in design systems, cross-functional alignment, accessibility, and mentoring designers in fast-moving product organizations.

Currently exploring AI-assisted design workflows for research synthesis, prototyping, and product discovery. Focused on maintaining responsible use, accessibility, and human judgment.

CORE STRENGTHS

Product Design • UX Strategy • Product Strategy • Data-Informed Design • Experimentation • Design Systems • Interaction Design • Enterprise SaaS • Consumer-Facing UX • Agile / Lean UX • Research Synthesis • Usability Testing • Prototyping • Wireframing • Information Architecture • User Flows • Journey Mapping • Accessibility • Responsive Design • Stakeholder Facilitation • Cross-Functional Collaboration • Design Documentation • UX Measurement • Figma • FigJam • Pendo • Maze • HTML/CSS

PROFESSIONAL EXPERIENCE

UX TEAM LEAD, CYBERSECURITY / SENIOR UX DESIGNER, PLATFORM

CONNECTWISE | BOSTON MA / REMOTE | APRIL 2019 - OCTOBER 2025

Led product design for cybersecurity, RMM, automation, and IT operations SaaS experiences within the ConnectWise Asio platform, shaping complex workflows from discovery through launch and iteration.

- Partnered with Product Managers, Engineers, Researchers, and leadership to define product direction, prioritize initiatives, align stakeholders, and deliver scalable product experiences.
- Contributed to the platform design system by defining reusable UI patterns, component behavior, layout guidance, responsive considerations, accessibility expectations, and implementation guidance.
- Helped standardize interaction patterns across complex enterprise workflows, including dashboards, filters, widgets, tables, criteria builders, remediation flows, and configurable automation experiences.
- Redesigned vulnerability remediation workflows from a scan-centric, drill-down model into a vulnerability-first experience that helped users identify impacted assets, filter by company or site, and move more directly toward remediation.
- Designed complex configuration and automation workflows, including custom monitors, nested criteria, conditional logic, remediation actions, and reusable interaction patterns.
- Created user flows, sketches, wireframes, high-fidelity mockups, interactive prototypes, and detailed specifications to support cross-functional alignment and delivery.
- Used Pendo analytics, customer feedback, power-user input, usability findings, and stakeholder interviews to inform product decisions and simplify complex workflows.

- Mentored designers through critique, systems thinking, accessibility considerations, interaction design, and cross-functional collaboration.

INTERACTION DESIGNER

MAXMIND | WALTHAM, MA | MARCH 2017 - MARCH 2019

Designed data-intensive fraud prevention tools that helped users interpret risk signals, configure decision logic, and make higher-confidence business decisions.

- Redesigned rule-building and configuration workflows, enabling customers to create more flexible fraud logic using conditions, operators, custom inputs, and allow/block list controls.
- Translated probabilistic data, system outputs, and business rules into clearer product experiences for fraud analysis, risk assessment, investigation, compliance, and account management.
- Created information architecture, user flows, wireframes, prototypes, and interaction models for technically complex, data-heavy SaaS tools.
- Partnered with Product and Engineering to clarify requirements, evaluate UX tradeoffs, and support iterative delivery.
- Balanced analytical depth with usability, helping make advanced fraud controls more accessible to non-technical and semi-technical users.

UX CONSULTANT

VARIOUS CLIENTS: MAPFRE INSURANCE, METLIFE, INTRALINKS, CAMBRIDGE BIOMARKETING | BOSTON / REMOTE | JANUARY 2015 - MARCH 2017

Delivered UX and UI design for enterprise, regulated, and consumer-facing clients across insurance, financial services, healthcare marketing, and secure collaboration platforms.

- Designed a customer-facing quote-and-buy experience for MAPFRE / Verti Insurance, simplifying complex policy, pricing, and coverage decisions into a guided digital purchase flow.
- Supported a new product launch targeted to a specific consumer segment, shaping a mobile-friendly experience for users seeking basic auto insurance coverage.
- Created journey maps, sketches, wireframes, clickable prototypes, visual designs, and stakeholder presentations to align teams around product direction.
- Translated business, regulatory, technical, and stakeholder requirements into clear interaction models and user-friendly interfaces.
- Designed self-service product experiences across web, mobile, and native app contexts, including quote flows, policy management, account workflows, and service interactions.
- Conducted stakeholder interviews and synthesized feedback to support concept development, validation, and implementation planning.

MULTIMEDIA / UI DESIGNER

FEDERAL RESERVE BANK OF BOSTON | BOSTON, MA | 2014

Improved usability of internal digital experiences in a regulated enterprise environment through clearer navigation, information architecture, communication design, and digital content.

Education: Chicago Portfolio School, *Design* | Pratt Institute, *Studio Art/Design* | Lesley University, *Photography*