Nick Toffolon

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Experienced in Human-Computer Interaction (HCI), front-end development, and creating scalable digital products across SaaS, eCommerce, Marketing, and B2B industries. Advocate for data-driven design, usability, and accessibility. Passionate about delivering innovative, impactful solutions.

EXPERIENCE

Senior Product Designer | Platform Science (10/2021 - Present)

Lead experience design and usability testing while driving design-engineering alignment through global design systems.

- Directed design for Cloud Platform, Mobility, and Integrations teams.
- Delivered 100%+ improvements in usability metrics through moderated and unmoderated testing.
- Revamped design-engineering workflows with modern Vue.js front-end enhancements.
- Spearheaded global design systems for scalable, cohesive web applications.

UX/UI Designer | Autoscribe (3/2020 - 10/2021)

Responsible for strategy formulation, product and experience concept design, sprint facilitation, wireframing, prototyping, customer communications, qualitative research, and supporting development implementation efforts to ensure optimized business results and customer experience.

- Led the design and launch of PayWeb360, doubling payment conversions by 121%.
- Conducted extensive research, wireframing, and prototyping to align product goals with user needs.
- Collaborated cross-functionally to deliver end-to-end solutions.
- Maintained front-end accessibility compliance and design-to-code integrity.

Founder | Treets.org (4/2019 - Present)

Established an eco-conscious brand reducing CO2 by planting trees and developing sustainable technologies.

- Designed and developed a Firebase-based website to promote sustainable clothing that plants 5 trees for every item sold.
- Created an eco-apparel brand recognized by Product Hunt and Conscious Company Magazine.

Senior Front-end Developer | Web.com (3/2012 - 3/2021)

Developed scalable user interfaces and pioneered accessibility initiatives for Web.com brands.

- Increased conversions through UI/UX upgrades and responsive designs on legacy platforms.
- Led accessibility compliance efforts, including ADA/WCAG AA and GDPR initiatives.
- Designed CRM solutions optimizing internal customer service workflows.

Senior Web Admin | Holmes Stamp Co. (5/2007 - 3/2012)

- Increased eCommerce sales by 600% through data-driven UX design, branding, and SEO strategies.
- Defined information architecture aligning business goals with user needs.

Consultant (2003 - Present)

Delivered UX, design, and development solutions for clients including:

- Claim.com
- Sam's Club
- Office Depot
- NFL Jacksonville Jaguars
- PGA Tour
- IDA
- Zoomph
- LegalZoom

SKILLS

Design & Research:

Figma, Adobe Photoshop, Sketch, Prototyping, Wireframing, Usability Testing, whiteboard sessions, pencil & paper

Development:

HTML5, CSS3, JS, Vue.js, React, Angular, Astro, AWS, PHP, Git

Methodologies:

Human-Centered Design, Design Thinking, Mobile-First Design, Accessibility Compliance (ADA/WCAG 2.1)

EDUCATION

- **Y Combinator Startup School Graduate** (2019)
- **Human-Computer Interaction** - Stanford University (via Coursera)
- Multimedia & Digital Design - MCCC