McKenna Nicole

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Experience

Senior Designer
RG+CO. | 2022 - Present

Drive design, related research/strategy for the digital ecosystem and brand across touch points/educational experiences. Includes designing workflows, systems, web experiences, and digital products. Key contributor in launch, developed the brand foundation, supported strategy, definition of ecosystem.

Senior Digital Product Designer
Nike, Consumer Tools Team | 2021 - 2022

Iterated, expanded, and designed new tools. Drove feature/experience redesigns, designed systems, dashboards, components/patterns, as well as contributed to overall strategy/vision. Participated in/facilitated workshops, served as Design System (DS) Captain, drove collaboration as part of that role.

Digital Product Designer II
Nike, ACE Team | 2019 - 2021

Worked on the initial launch with teammates to brainstorm, define the idea, then ship an MVP in 2 months. Responsibilities included designing features and supporting globalization capabilities, helping the team grow language support to 50 within one year. Crafted the logo/identity, helped define the product vision.

Visual Designer
Tally | 2018 - 2019

One of 12 teammates working in collaboration to define and launch Tally. Developed the brand identity and custom typeface. Focused on evolving the brand, product, and website. Drove a redesign for the product and supported Tally's expansion into sponsorships, paving the way for partners to monetize.

Visual Designer
TraceMe | 2017 - 2018

Initially responsible for content design for all partners. Role grew to include the holistic execution of TraceMe's brands and related experiences. Supported the transition to automated templates and the introduction of theming, collaborated on the creation of homegrown series such as "LEGENDS" featuring Laila Ali.

Education

Associate of Applied Sciences (A.A.S.) in Graphic Design from the Seattle Central Creative Academy

Focus Areas

- Digital Product Design
  - UX, UI, IxD, VD
  - Design Systems
  - Mobile + Web Design
  - Tools Design
- Brand & Identity
  - Architecture + Positioning
  - Brand Experiences
  - Brand Research
  - Logo Design
- Design Strategy
  - Design Thinking
  - Visual Storytelling
  - Market Audits
  - Research