

Nik Payne

Hello

My name's Nik. I'm a versatile human-centered designer obsessed with helping people, and building killer products.

BA Economics + Business
University of California, San Diego

Contact

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Skills & Tools

Product design	AB testing/CRO
User research	SEO & ASO
UX/UI design	Looker
Product mgmt	Mixpanel
Web design	Optimizely
Mobile design	Google Analytics
	AppRadar

Sketching	
Wireframing	iOS, Android
Prototyping	HTML/CSS
User testing	Javascript
Sketch	Swift
InVision	SwiftUI
Figma	Realm

Interests

Camping	iOS Development
Backpacking	Metal/Hardcore
Hiking	The Phenomenon
Running	Visual Arts

Sr. Product Designer SpotHero · Jun 2018 - Present

Increased annual GMV by \$7,000,000+ by improving our booking funnel via user research, user testing and AB testing. Helped drive 60% YOY growth.

Partnered with Google as design lead on SpotHero for Android Auto, one of the first parking apps for connected car. Also led design on SpotHero for CarPlay.

Led SpotHero's product response to COVID-19, and owned the research and design of our Touchless parking initiative. Coordinated work and deadlines across our iOS, Android, web, marketing and PR teams.

Made SpotHero better. Wrote SpotHero's first legally-backed parking guarantee. Helped improve our culture and interviewing processes. Created our first sketch pattern libraries.

Creator Camping Checklist Pro · Nov 2020 - Present

Designed and built the #1-ranked camping checklist the iOS App Store 🏆. It's been downloaded over 2,000 times, and has a 4.9/5 (40+) average user rating.

Release 0.0.0 took 7 months and 200+ hrs of work—including coding tutorials, user interviews, concepting, usability testing, build time and beta testing. In total I interviewed or talked to 36 campers and backpackers across 9 states.

Design Mentor AIGA · Fall 2017, Fall 2018

Fall 2018 - "Introductory to Product Design": a 10-week project-based intro course using a real design brief taken from SpotHero's product roadmap. In an anonymous exit survey, mentees gave the course 9.7/10.

Fall 2017 - "Crafting Strong Resumes and Portfolios." Developed and taught a lean 10-week course to eight hungry designers. Incorporated activities, critiques, lectures guest speakers, 1:1's and case study reviews.

Product Designer Allstate · Jan 2017- Jun 2018

Owned the design of Allstate's Roadside Services software contract w/ General Motors, which led to a projected \$1M in annual cost savings via faster roadside assistance dispatching.

Worked w/ Pivotal Labs to build new consumer products at Arity, including Smart Trip, an iOS tax deduction tool for rideshare drivers.