Hi, I'm Nick Boulton—
a Senior Product Designer.

With over 13 years experience & a classic graphic design background working in the software and web industry. Focusing on User Experience, I am multi-disciplined with the ability to work on business strategy / goals through to user needs & execution.

I have developed a strong brand as a confident and articulate professional, skilled in building trusted relationships and being an advocate for good design & customer/user experience. I thrive in relationship-building situations, where human beings come first.

EXPERIENCE

Monotype / Senior Product Designer

2017–Current, USA, India, UK Remote

Working remotely since joining Monotype, I collaborate closely with product managers, developers, researchers, product marketing, and key stakeholders on roadmaps and strategies to effectively bring new products & product features to market. With a heavy emphasis on user experience and user needs, I hypothesize the most efficient journeys for users, keeping brand consistency and our established baseline of UX execution at every touchpoint.

I spend my day-to-day putting our users first, working within a geographically distributed UX team & a member of 4 software development squads located in Noida, India.

Lead UX for company-wide initiatives:

- Architected a unified login experience for Monotype's suite of software & products.

- Designed a unified profile management area for the new Monotype log in UX.

- Worked with key stakeholders to identify a new identity & eCommerce platform

- Designed and co-managed a global email template that can be used and adapted company-wide for all marketing properties.

- Co-managed a unified pattern library for consistent UX across Monotype products & eCommerce.

- Architected & designed a B2B commerce platform for resellers and agencies.

Lead UX for specific SASS (Monotype Fonts) product features:

- Company management; including a scalable tiered company model and SSO groups mapping.

- User management; including company or team invites, user role configuration & access level.

- Creating, sharing & collaboration of assets; including how users interact with web projects, font lists, and shared asset user permissions.

- Designed, built and curated a help center.

SKILLS

Design

Graphic Design background • User interface (UI) Design • User experience (UX) • Style guides & Pattern libraries • Strategy presentations • User flows • Wireframes & Mock-ups in Figma and Sketch • Concept sketches • Typesetting in Adobe In-design • Photo editing in Adobe Photoshop • Tactical UX journeys • Product Information Architecture (IA)

Research

Task analysis (jobs to be done) • Persona hypothesis • A/B Testing & experiment • Card sorting • User testing & analysis

Prototyping

Rapid prototyping using Figma & Invision App • Interactive flows using HTML/CSS/JS • Paper prototyping

Collaboration

Detail orientated • Adaptable communication based on audience • Facilitated cross-functional communication and group planning • Agile / Scrum / Waterfall Development Processes • Trello • Slack • Jira

CONTACT

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Manchester, UK

Monotype / Senior Designer

2014–2017, USA, India, UK Remote

Lead UX for a desktop application (SkyFonts):

- Worked closely with the product manager to identify areas of growth.

- Developed key metrics to track improvements made to the desktop application over time.

- Re-designed the desktop application from the ground up.

- Readied the desktop application for The Monotype Library Subscription, which allowed users to install fonts from Monotype eCommerce platforms.

- Implemented font trials from Monotype eCommerce platforms to encourage the purchases.

- Worked with a third party to develop the SkyFonts brand.

Co-Lead UX for a font subscription service (The Monotype Library Subscription)

- Worked closely with product & brand marketing to create and distribute buyer personas.

- Created font artwork for marketing campaign & font/family pages on Monotype's eCommerce platforms.

- Architected user journeys to take customers from a font trail to subscription purchase.

- Designed product page which featured on Fonts.com, MyFonts.com & Monotype.com.

Five Simple Steps / Creative Director

2010–2014, Wales UK

At Five Simple Steps, we believed in providing our readers with beautifully crafted books, with talented authors.

My role was to produce & oversee typesetting and print production of all our titles, plus the build and daily management of our eCommerce store. Working closely with the authors, print houses & shipping companies we commissioned 28 authors, designed & produced 32 books, and shipped across the UK, Europe, and USA.

Mark Boulton Design / Senior Designer

2010–2014, Wales UK

At Mark Boulton Design, a web design studio hell-bent on creating great experiences, we worked with big, complex organizations with tricky problems, such as ESPN, Aljazeera & CERN, small startups with great ideas like Hiut Denim & Drupal, and everyone in between.

Leeds College of Art & Design, BA (Hons) / Visual Communication

2002–2005, Leeds UK

Stockport College, Higher National Deploma / Graphic design & Advertising

1998–2002, Stockport UK

HOBBIES & INTERESTS

Hobbies

Kettlebell training • Functional fitness training • Tough Mudder finisher 2019 • Cycling • Snowboarding • Motocross • Yoga • Psychology • Philosophy • Self-improvement • Portrait Photography • Trampolining • DIY self build • Mixed martial arts • Skateboarding • Gaming

Bones broken

Foot • Leg • Arm • Shoulder • Nose • Toe (All fully healed)

Interests

UFC • Formula I • Cinema • Urban Exploration • Antiques • IT networking (Server systems, NAS, etc…) • AV techology • Enduro Motocross

EXPERIENCE CONT'D

Polite Company /
Print Manager

2007–2010, Manchester UK

Venture /
Studio Photographer

2005–2007, Manchester UK