

# Nicole Whitis-Purva

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## Profile

I help teams solve complex problems by connecting business strategy with user empathy. With a hands-on and curious approach, I turn insights into impactful, evidence-based solutions that create demonstrated value. An experienced practitioner and leader, I have executed work and built engaged, cross-functional teams in startup-to-enterprise environments.

## Skills & Tools

**UX & Product Design** – Wireframes, prototypes, user flows, design reviews, UI and interaction design

**Software & AI** – Figma, Sketch, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), AI tools (Cursor, Copilot, Gemini)

**User Research** – Competitive analysis, journey mapping, user interviews, UserTesting.com, Userbrain, Maze

**Analytics & Surveys** – Google Analytics, Hotjar, Fullstory, Clarity, WalkMe, SurveyMonkey

**Agile & Cross-functional Work** – Sprint planning, scrum team collaboration, accessibility best practices

**Strategy & Collaboration** – Product strategy, information architecture, stakeholder engagement, leadership

## Experience

### Allied Solutions – Carmel, IN – August 2024 - Present

#### Sr. UX Designer

- Lead UX and product design for a new data reporting software product, ensuring alignment with business objectives and accessibility and usability best practices, that resulted in a perfect 5/5 SUPR-Q score in beta
- Execute the design process by iteratively refining design work from usability testing with researchers, receiving commendation from stakeholders and executive leadership for speed and agility
- Manage a student UX project in partnership with a local university, acting as a mentor and providing project oversight
- Collaborated with product management to define product requirements and roadmaps, ensuring key user needs were prioritized and integrated into the development cycle

### Site Strategics – Indianapolis, IN – May 2024 - August 2024

#### UX Consultant

- Strategized and executed a cross-functional approach blending digital marketing with UX to deliver cohesive client solutions
- Nurtured strong, collaborative client relationships, ensuring project goals were aligned with business objectives and user needs
- Designed and optimized user-centric landing pages and websites to improve user engagement, SEO, and conversion

### Cyware – Jersey City, NJ – Jan 2024 - May 2024

#### UX Consultant

- Analyzed competitors and conducted a heuristic evaluation to inform and shape the website refresh strategy for a cybersecurity company
- Designed website components, mockups, and a new, accessible color palette as part of a brand refresh
- Created a range of deliverables, including new landing pages, email campaigns, and social media assets to support the new brand direction

## **StackSource – New York, NY – Nov 2022 - Oct 2023**

### **Senior Director of UX and Marketing**

- Grew organic search acquisition by 45% by implementing a new audience-focused content strategy and up-leveling organizational design maturity
- Achieved an 80% reduction in overhead costs by leading the user research and design for a partner API experience to activate company growth strategy

## **StackSource – New York, NY – May 2021 - Nov 2022**

### **UX Lead**

- Evaluated, selected, and managed budget for tools for user behavior analysis, research, marketing, and design
- Planned, wrote, and executed user studies in alignment with roadmap goals
- Led execution of product design and enhancements, resulting in 92% of core audience reporting it was easier to use in a research study

## **OneAmerica – Indianapolis, IN – Jan 2019 - May 2021**

### **UX Director**

- established foundational UX practices, process documentation, and a comprehensive design system while leading a team of UX researchers and designers
- Created and socialized a 3-year UX practice growth roadmap to align with marketing and IT organization planning, assisting Product Owners with roadmaps and stakeholder management
- Served as a key liaison between UX, product, and engineering, guiding accurate cost and work estimates for the company's first enterprise mobile app project

## **OneAmerica – Indianapolis, IN – May 2016 - Jan 2019**

### **UI Design and Digital Marketing Leader**

- Built a new team to grow our enterprise digital presence, serving enterprise digital marketing needs through collaboration and partnership
- Managed a 72% increase in UI and digital marketing design jobs opened, while reducing the time those jobs stayed with the design team by 44% and the length of jobs in days by 61%
- Wrote and implemented processes and workflows for the UI design team, setting the stage for efficiency and prioritization improvements seen in subsequent years

## **OneAmerica – Indianapolis, IN – Jun 2015 - May 2016**

### **Senior UI Designer**

## **Perficient – Carmel, IN – Oct 2014 - May 2015**

### **UX Consultant**

## **Orchard Software – Carmel, IN – Jun 2013 - Oct 2014**

### **Web Producer**

## **Education**

### **Western Governors University**

B.S. User Experience Design

### **Indiana University-Purdue University Indianapolis**

A.A. Arts and Humanities