

Nicole Whitis-Purva

nicolewhitispurva@gmail.com | (317) 362-2594 | whitis-purva.work | [LinkedIn](#)

Profile

I help teams solve complex problems by connecting business strategy with user empathy. Using an AI-first, hands-on approach, I turn technical insights into evidence-based solutions that mitigate cognitive load and create demonstrated value. An experienced practitioner and mentor, I lead high-stakes product execution and cross-functional teams in health-tech and fintech 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

Stealth Health-tech Venture – Fishers, IN – Oct 2025 - Present

Founder

- Direct end-to-end venture strategy, business model definition, market viability, and competitive positioning
- Execute product teardown of primary market competitor to identify UX gaps and technical opportunities for the MVP
- Architect an AI-driven interface that utilizes Natural Language Processing (NLP) to translate semantic input into structured data, reducing user friction
- Lead all product execution, from initial research and data strategy to the design and development of a functional v0 prototype

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
- Scaled design efficiency by pioneering our AI-first prototyping workflow and training the team
- Leverage Cursor, Figma Make, and Copilot daily to iteratively refine complex, data-heavy interfaces and reduce time to delivery
- Manage a student UX project in partnership with a local university, acting as a mentor and providing project oversight
- Collaborate 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

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 Financial– 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 Financial – 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

Lead Web Strategist

Education

Western Governors University

B.S. User Experience Design

Indiana University-Purdue University Indianapolis

A.A. Arts and Humanities