

Nicole Waldern

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Summary

I am a results-oriented strategist with a keen focus on innovation through user-centered principles and methods, adept at crafting exceptional client experiences and fostering cross-functional collaboration. With a strong track record in product strategy, service design, and user research, I've successfully managed BETA programs, conducted user interviews, and led design thinking workshops. My expertise spans problem definition, feature prioritization, usability testing, agile methodologies, and service design. At ATB Financial, I collaborated with stakeholders to ensure cohesive client experiences, while my academic background in Interaction Design and Design Thinking Associate certification equips me with a robust foundation in design methodologies. With a commitment to personal development evident in my volunteer roles, I am dedicated to driving success and cultivating teamwork, making me a valuable asset to any organization.

Skills

- Service Design
- Design Artifacts
- Design Methodologies
- Cross-Functional Collaboration
- User-Centered Design
- User Research
- Workshop Facilitation
- Presentation Design
- Customer Experience
- Problem-Solving
- Mentorship
- Data Analytics
- Agile Methodologies
- Product Strategy
- Information Design
- Stakeholder Collaboration
- Systems Analysis
- Usability Testing
- Feature Prioritization
- Leadership
- Teamwork
- Adaptability
- Communication
- Commitment to Personal Development

Experience

PRODUCT EXPERIENCE STRATEGIST | 02/2022 - 03/2023

ATB Financial

- Provided guidance and constructive feedback for various areas, including UX Research, UX Design, Team Member Training, Marketing, Communications, and Product planning, to effectively execute and sustain the product experience strategy.
- Analyzed customer feedback to identify potential improvements to existing products and services.
- Developed detailed business plans and strategies for launching new products in the market.
- Created design artifacts such as journey maps, services blueprints, and personas to communicate user requirements.
- Conducted workshops to align stakeholder expectations during product launches or operational changes.
- Collaborated with key stakeholder groups to craft a unified client experience within a cross-functional team.
- Formulated product experience strategies to guide the implementation of client-centric experiences through the introduction of innovative technologies within the organization.
- Advocated for the client's perspective to ensure that project objectives revolved around user needs.
- Designed both digital and in-person services aimed at delighting clients and optimizing the impact of team members.

PRODUCT STRATEGIST | 06/2020 - 02/2022

Living Sky Technologies

- Developed interdepartmental workflows to enhance operational efficiency and promote collaboration.
- Conducted extensive research on industry trends, competitive landscape, pricing models and user experience to inform product development decisions.
- Implemented and oversaw a BETA program dedicated to user testing and feedback collection.
- Conducted user interviews and surveys to gather valuable insights and feedback.
- Established short-term product objectives in alignment with the long-term vision.
- Initiated, executed, and deployed a user onboarding process for enhanced user engagement.

- Developed detailed business plans and strategies for launching new products in the market.
- Identified the value proposition and crafted the brand identity for our core product.
- Advocated for and implemented automated user feedback workflows to streamline the feedback process.

PRODUCT ANALYST | 03/2019 - 06/2020

Henry Schein - Exan Software

- Delivered presentations on various topics to all attendees at the annual customer-facing conference, which boasted an audience of over 400 participants.
- Initiated and successfully led a two-day interdepartmental design thinking workshop with over 100 attendees.
- Analyzed customer feedback and data to identify areas of improvement for the product.
- Created design artifacts such as journey maps, information architecture maps, services blueprints, and personas to communicate user requirements.
- Spearheaded co-creation workshops involving clinical deans from more than 20 universities across the USA.
- Established a structured process for soliciting, analyzing, and disseminating academic feedback, thereby shaping the product roadmap and corporate direction.
- Instituted internal workshops to facilitate collaborative problem-solving among different departments.
- Identified gaps in existing products, services, and processes through market research and analysis.

ANALYTICS DEVELOPER INTERN | 05/2016 - 01/2018

SAP-Canada Inc.

- Member of a team responsible for providing analytics support to more than 5,000 internal staff members.
- Constructed SAP HANA views to categorize data in alignment with project requirements and authored SQL-based stored procedures.
- Led scrum meetings to facilitate sprint planning.
- Onboarded new staff to the team.
- Formulated comprehensive roadmaps and strategic plans to guide forthcoming projects.
- Facilitated the training of new team members and developed documentation to streamline the onboarding process.
- Played a pivotal role as a contributing member of the victorious team during the IT Intrapreneurship Boot Camp.
- Successfully executed front-end development tasks, crafting intuitive dashboards and reports for visualizing customer data by leveraging tools such as Smart Business Executive Edition, Web Intelligence, and Analysis for Office.

Education and Training

Emily Carr University - Interaction Design

06/2018

Minor: Business & Marketing

SAP Canada Inc. - Design Thinking Associate

07/2017

Mount Royal University - Bachelor of Science

Computer Information Systems, 2017

Double minor in Business and Marketing

Volunteer

- VP of Public Relations, Exan Express Toastmasters, 2019-2020
- VP of External Affairs, Computer Information Systems Students Society, 2014-2017

Websites

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