

# NICOLETTA NIOSI-ORTIZ

Creative Strategy and Design Leadership

## CONTACT

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## SUMMARY

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Creative leader and brand strategist with extensive B2B and B2C design experience in healthcare, risk and compliance, SAAS, nonprofits, and the arts. Skilled at guiding teams and building scalable brand systems. Seeking a strategic design leadership role in a growth-focused company.

## EXPERIENCE

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### Senior Experience Designer, Archer Technologies | 2022-2026

Collaborated with cross-functional teams and stakeholders throughout the marketing/sales and product lifecycles to understand user needs, behaviors and motivations, and to design meaningful and engaging experiences across touchpoints.

- Translated concepts into user flows, wireframes, mock-ups and prototypes that lead to intuitive user experiences for existing and new products and services.
- Conducted evaluative research and usability studies
- Led iterative UX and visual redesigns of the primary company website, ancillary sites, and customer portals to better address the needs of prospects and clients and improve adherence to accessibility standards. **After the initial website redesign, monthly visits rose by 133% in the first month, and visit duration increased by 58%.**
- Modernized company brand standards and created a vision for brand evolution
- Built branded templates and developed an email design system, improving brand consistency and **cutting production time by an estimated 30-40%.**
- Facilitated the integration of new products, services, and acquired brands into the Archer brand and product ecosystem.
- Collaborated on the documentation and development of Arrowhead, Archer's first product design system.
- Made strategic decisions regarding design and user experience for product functions and features.
- Operated within a cross-functional team environment, collaborating with Product Management, Marketing, Development, QE, Customer Support, Sales, and other departments.

## **Manager, Creative Services, Government Employees Health Association (GEHA) | 2019-2022**

Managed a marketing design team (4 staff designers, 2 design contractors, 2 production specialists) overseeing communications and brand development for GEHA and subsidiaries; transitioned Creative Services into an in-house agency model.

- Created and maintained brand standards, asset libraries and templates
- Led rebranding to unify programs and subsidiaries under one brand identity
- Conducted qualitative research and usability testing, focus groups, and surveys to inform design decisions in support of business goals and optimal customer experience.
- Analyzed marketing/member data to guide creative strategy.
- Directed design and communication across print, digital, and in-person channels and provided feedback to creative team. **Led a team that delivered an average of 150 projects per month (over 450 each quarter) for internal clients.**
- Coordinated cross-functional project teams
- Managed print/mail fulfillment for brand and budget compliance
- Hired, trained, and developed creative staff; conducted performance reviews and set compensation
- Oversaw design operations, including resource allocation, software requirements, budgeting, best practices, timelines, and enhancements to workflow and processes.
- Managed agency/vendor relationships and provided creative direction
- Collaborated with Content Manager on multichannel campaigns to drive membership and retention, improve health outcomes and enhance brand recognition **Helped achieve an average year-over-year member growth of 8-10% in a market with an overall annual growth rate of 2-3%.**
- Developed departmental policies to ensure regulatory and accreditation compliance (federal, WCAG accessibility, URAC, HIPAA)

## **Customer Experience Design Lead, GEHA | 2019**

- Led and analyzed quantitative and qualitative customer research (surveys, focus groups, interviews, ethnographic studies, usability tests, customer data) to uncover voice of the customer insights across customer experience topics
- Shared research findings on customer behaviors and needs throughout the organization.
- Leveraged customer insights to provide recommendations for new products and solutions
- Provided design recommendations to guide strategic customer experience initiatives.
- Identified industry trends and issues influencing company strategy.
- Developed visuals to clarify complex design concepts for stakeholders and executives.

## **Senior Design Strategist, GEHA | 2017-2019**

## **Communication Strategist, GEHA | 2012-2017**

## **Marketing Coordinator, Smiles Change Lives | 2011-2012**

## **Marketing and Studio Manager, Kevin Sink Photography | 2007-2011**

## EDUCATION AND TRAINING

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### **M.A., Interaction Design/Design Management**

University of Kansas

### **B.S., Journalism and International Studies**

University of Kansas

**Deque University accessibility training**, including web and document accessibility, accessible user experience design, responsive design for accessibility, usability testing for accessibility, and accessible visual design and color with WCAG compliance

## SOFTWARE AND TOOLS

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### **Design and Mockups:**

- Adobe Creative Suite,
- Figma
- Sketch
- Canva
- Balsamiq

### **Marketing Operations:**

- Salesforce Marketing Cloud
- Constant Contact

### **Project Management:**

- Adobe Workfront
- Jira
- Monday

### **Design System Documentation:**

- ZeroHeight

### **Content Management:**

- Sitecore CMS
- WordPress CMS
- WIX CMS

### **Other:**

- Camtasia
- Microsoft Suite
- Survey Monkey

### **AI Tooling:**

- Chat GPT  
(content creation and editing)
- Adobe Firefly  
(image generation),
- Microsoft Copilot  
(research analysis/content)

## SKILLS

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|-----------------------|------------------------|
| • Systems thinking    | • Wireframing          |
| • Content creation    | • Storyboarding        |
| • Design research     | • Writing and editing  |
| • Process Improvement | • AP style             |
| • Communication       | • Brand strategy       |
| • Visual design       | • Creative strategy    |
| • User research       | • Leadership/mentoring |