Nicole C. Bloss

Product Designer | UX/UI & Brand Design

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Summary

I transform bold ideas into intuitive, high-impact user experiences. With deep expertise across visual, UX/UI, product, and brand design, I've delivered strategic, scalable solutions for startups and industry leaders alike—elevating brands, driving engagement, and creating lasting connections through thoughtful, human-centered design.

Advanced Design Experience

FEATUREFORM - San Francisco, CA
March 23 - Present
HEAD OF DESIGN - Founding Product Designer, UX/UI Design, Branding, Marketing Collateral, and Brand Strategy
Spearheaded creative direction across product suite, dashboards, website, and brand evolution—driving revenue growth through strategic multichannel design and a cohesive, high-impact brand presence.
www.featureform.com

RAPID API - San Francisco, CA
December 18 - March 22
HEAD OF BRAND DESIGN - Founding Product Designer, UX/UI Design, Branding, Marketing Collateral, and Brand Strategy
Led UX and product design for developer tools, creating intuitive API dashboards, portals, and self-service systems that simplified complex technical workflows. Partnered with engineering and product teams to build scalable, user-centered solutions, driving consistency, usability, and adoption across platforms.

STUDIO 6 CREATIVE - Oakland, CA
October 15 - Present
PRINCIPAL/CREATIVE DIRECTOR - Branding, Print Collateral, UX/UI Design, Illustration, and Design Strategy
Led end-to-end creative and production of the Black Rock City Map for Burning Man Project—merging strategic design, complex spatial data, and custom iconography into a highly functional and visually compelling cartographic experience. Directed creative for San Francisco Pride, leading theme development, branding, illustration, and environmental design to amplify visibility, foster belonging, and celebrate the spirit of community.

WALMART LABS - San Bruno, CA
November 13 - June 14
SENIOR DESIGN LEAD - UX/UI Design, Illustration, and Project Management
Led design and art direction for Walmart Grocery, accelerating speed to market while elevating the user experience across web and mobile platforms—contributing to rapid product growth and adoption.

BANK OF AMERICA - San Francisco, CA
March 06 - August 13
SENIOR ART DIRECTOR - UX/UI Design for Online, Mobile, and ATM Experiences
Led creative strategy and multichannel design initiatives that aligned user needs with business goals—elevating engagement, increasing adoption, boosting conversions, and driving revenue growth.

Foundational Design Experience

MICROSOFT CORPORATION - Redmond, WA
SENIOR DESIGNER

HORNAL ANDERSON DESIGN WORKS - Seattle, WA
SENIOR DESIGNER

LANDOR ASSOCIATES - Seattle, WA
DESIGNER

PENTAGRAM DESIGN - San Francisco, CA
DESIGNER