



NICOLAS QUINTERO

Leader • Designer • Strategist • Facilitator • Researcher

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SKILLS

Strategy & Design

Team development
Leadership
Teaching & coaching
Interaction design
Visual design
Service design
Product & CX strategy
Agile design & development
Workshop design & facilitation
Storytelling
Generative research
Evaluative research
Competitive analysis
Concept ideation
Prototyping
Print design
Branding

Web Development

HTML5
CSS3/SCSS

TOOLS

Figma (Design + Prototype)
Figma / Miro
Sketch + Craft + Abstract
Invision
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Axure
Atlassian Suite (Jira, etc.)
Github

EDUCATION

The Art Institute of Fort Lauderdale

Fort Lauderdale, FL
BA in Graphic Design
2011

ACHIEVEMENTS

United States Patent

Limited Communications
Threads Associated with
Construction Based Data
Objects - US 12,052,115 B1
2024

Procore Hackathon Winner

Enabling translations to over
56 languages in Conversations
2022

EXPERIENCE

Procore Technologies — 2023 / Present

Staff Product Designer - Copilot Ecosystem (Gen AI) & Search Experience

As Design Lead on the Copilot team, I championed discovery user research to identify key opportunity areas for our Generative AI solutions, laying the foundation for Pilot, and releases. I planned and executed user interviews and usability testing, leading to significant improvements in usability scores. Collaborating closely with developers across teams, I led the design of Copilot in various entry points like Search and Side Panel experiences, implementing MVP flows that met user and business needs.

I designed and facilitated a Copilot customer workshop (iLab), engaging over 16 customers from 12 companies to gather feedback, generate new ideas, and deepen our understanding of user needs regarding Gen AI technology. I led a cross-functional team of five—including designers, content strategists, researchers, and technical writers— driving initiatives such as developing concepts for various agents, integrating Copilot into communication tools, content strategy, support documentation, and UX improvements to all Copilot experiences. I mentored team members and fostered collaboration with external teams like design systems and other product groups. Additionally, I collaborated closely with senior stakeholders to define design allocation plans and a clear experience vision for Copilot.

Procore Technologies — 2021 / 2023

Staff Product Designer / Manager - Collaboration Division

As Design Lead and Manager of the Collaboration Division, I spearheaded the end-to-end design and successful launch of the Conversations tool across web, iOS, and Android platforms. I conducted early discovery research to identify key opportunities in the communication space, developing prototypes that secured executive buy-in and received an excellent SUS score. Collaborating closely with marketing, I created successful communication campaigns for various releases and established strong partnerships between design, marketing, and technical documentation teams to produce accurate and detailed product documentation.

While coaching and mentoring a team of designers and researchers, I guided the Conversations product through pilot and beta releases, defining design improvements and the feature roadmap toward general availability. Additionally, I created a vision artifact outlining future collaboration experiences, including communications, notification systems, and task management. Before transitioning to the Construction Intelligence team, I developed early concepts at the intersection of communications, artificial intelligence, and automation, contributing to the excitement and buy-in around the upcoming Procore Copilot product.

OJO Labs — 2019 / Present

Senior Customer Experience Strategist / Design Lead

Served as Senior Strategist and lead across various teams, implementing experiences across multiple touchpoints. Led generative research and design of new feed experience for OJO app which increased views for home collections by 8%. Evaluated agent onboarding experience and created experience framework for OJO agent select network. Facilitated 11-star design workshop for vision home buyer experience, led team of C-Level executives through activities, discussions and brainstorming. Created service blueprint for customer + concierge experience, collaborated with team leadership to implement communication cadence across email, text and phone calls. Led usability testing and design of new agent tool features to expand areas of service, thus increasing the number of home buyers OJO could serve.

Argodesign — 2019

Senior Designer / Design Lead

Served as senior designer and team lead on various projects for a national equipment rental company in the US. Led team through research and synthesis activities, created design tasks and distributed amongst team members. Coached and mentored designers working on parallel work streams. Created implementation strategies to release major features on client's



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ACHIEVEMENTS

Local Addy Student Award

"World Snowboard Day"
2011

Local Addy Student Award

"Wear The Right Gear"
2010

marketplace website. Designed and developed concepts into prototypes to illustrate functionality to stakeholders and development teams. Designed high fidelity screens and components while maintaining design library. Created thorough design documentation to facilitate implementation. Collaborated closely with client and team leadership on defining roadmap for digital strategy.

McKinsey & Company — 2016 / 2019

Senior Experience Designer / Design Lead

Served as senior designer and design lead across projects for multiple clients in various industries around the world. Led and conducted user research to understand ecosystems and its users while coaching client team members on design research methodology and synthesis.

Designed and facilitated large-scale design thinking workshops to generate new concepts and solutions. Designed and developed concepts into prototypes ranging from low to high-fidelity to validate with users, subject matter experts, and stakeholders.

Led cross-disciplinary teams in product planning, story development, and story mapping exercises. Taught and coached junior client designers on design thinking and agile design methodology. Collaborated with product owners and tech leads on defining product roadmap. Presented findings and solutions to C-level audiences to evangelize design and disseminate its business value.

IBM Watson — 2013 / 2016

User Experience Designer / Design Lead

Served as a design lead for development squad within the IBM Watson Conversation team. Planned and prioritized user stories with product manager. Designed UX artifacts (wireframes, experience flows, storyboards and prototypes) for testing and development guidance.

Led and assisted in research sessions to validate concepts with sponsor users. Shared findings and design decisions with team members and stakeholders. Worked along side development team to discuss constraints and to ensure alignment on desired implementation of features.

Sandow Media — 2011 / 2013

Interactive Designer

Designed and developed websites and digital materials for Sandow's variety of brands. As part of Special projects team, assisted Art directors with editorial, branding, environmental graphics, UX design and development.

Firefly Design Group — 2011

Web/Graphic Designer

Designed marketing materials (print and digital), branding, web design and development.

FREELANCE EXPERIENCE

Guayaba - Branding - 2016

Envisionary Lines - Branding - 2012

Manik Multimedia - Branding - 2011