Nikki McConnell

Product designer with 10+ years in tech and a foundation in UX content strategy.

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LinkedIn | Portfolio

EXPERIENCE

Product Designer — *Vibes Media*

OCT 2025 - PRESENT

- Designed concept-to-launch product features for Vibes' text-message marketing platform used by enterprise-level clients
- Led product feedback sessions, synthesized user and stakeholder input, and drove prioritization of UX improvements
- Designed end-to-end flow surfacing AI send-window recommendations, reducing customer setup from manual configuration to a single interaction
- Analyzed customer pain points in existing features and redesigned flows to reduce friction and improve usability
- Took on Interim Product Manager role from May to Nov 2026 to fill a vacant position, during which I successfully prioritized, updated roadmaps, led sprint reviews, and sunset a legacy platform

Senior UX Content Designer — *Vibes Media*

MAR 2022 - OCT 2025

- Established content strategy for Vibes' products, creating a style guide and standards for UX and technical content
- Developed microcopy, error messages, launch guides, user resources and announcements for new product features
- Partnered with Customer Care to redesign user-facing resources using CSS and taxonomy (4k+ views annually)
- Audited 35+ articles of customer-facing API documentation, restructuring content to improve accuracy and usability
- Evaluated CMS solutions for documentation and secured cross-functional stakeholder buy-in

Digital Content Strategist — *Humana (Contract)*

OCT 2020 - MAR 2022

- Drove 70% engagement, 20% completion rate and data capture from 25% of users through content strategy
- Managed content calendar and resource allocation to hit aggressive deadlines
- Analyzed user testing & customer feedback to identify friction points and refine content, improving user flow

Editorial Manager, Content Operations — *Groupon*

MAY 2018 - JUN 2020

- Led a team of 15 writers and editors, mentoring and providing feedback
- Advocated for automations in internal tools to improve department metrics
- Built cross-department partnerships with Sales, Product, and Customer Service

EDUCATION & CERTIFICATES

Loyola University Chicago — *Bachelor's in Film & Digital Media*
Google UX Design Professional Certificate — *2026*
Six Sigma Yellow Belt — *2020*

SKILLS

Design & Strategy
- Product design
- Design thinking
- Content strategy
- Technical writing
- Information architecture
- Agile workflows
- Content auditing
- Voice and tone auditing

Research
- UX research
- User testing
- User feedback analysis

Leadership
- Project management
- Cross-functional teamwork
- Stakeholder management
- People management and mentorship

TOOLS

- Figma
- Swagger/OpenAPI
- JIRA
- ReadMe.io
- Pendo
- Zendesk
- Avoma
- Claude.ai
- HTML
- CSS