



Nick Howland

Product Designer

I'm a systems designer who likes to think big then get in and play with the details. I have a mobile focus, a passion for patterns, an empathetic lens, an interest in questioning the future, and a strong visual background.

I've worked on enterprise applications, lead countless research sessions, worked in Advertising with client driven work, and have started two business out of a passion for fusing music and design.

I also believe in close collaboration and smiling (a lot) and am also obsessed with music, chocolate milk, and Batman.

Experience

Salesforce

Lead Product Designer (1.18-present)

Building the future of enterprise mobile experiences while ensuring our solutions can be componentized, documented, and shared. I focus on self-started projects, cross-company initiatives, and rethinking core structures.

Lots of interesting projects in flight. Please ask for more details.

Senior Product Designer (10.16-1.18)

Focused on creating rich features that strengthen our core mobile app, The Salesforce App. Created patterns for larger system, lead research, and pushed the boundaries for our technology via innovative UX solutions. Inspired trust for our users.

Field Sales App: A self-started exploratory app based around field sales personas, Brought to life through various ride-alongs and user research. The app focused on a refined set of features, offline capabilities, and leveraged unique device capabilities.

Favorites Feature: A globally accessible feature that created a more personalized way to navigate through the mass of data available to each user on the mobile platform. A tight partnership between UX and Product Management was formed during this project.

Product Designer (7.15-9.16)

Redesigned our core app, The Salesforce App, and built features to sustain it. Strengthened relationships amongst UX, product management, and engineering.

Global Nav Redesign: A holistic redesign of our flagship app, from the ground up. This included building a new navigation system, a new action system, designing accompanying features, rethinking the product's architecture, amongst other things. A cross disciplinary, cross platform, and cross company project.

UI Design Intern (5.14-8.14)

Worked on everything from creating new icons to be used by the company's various products to designing an app for Willi.am's tech startup. Yup.

Springboard Creative
Designer (8.13-7.15)

I strived to understand the needs of small businesses and created an online presence for themselves through strategic and highly story-driven websites.

Freelance Designer / Illustrator
(2008-2014)

Various other design and UX internships while in school.

Education

Kansas City Art Institute
BFA, Graphic Design (2012-2015)

Recognition & Awards

Mobile World Congress 2017

"Best Mobile App For Business," Salesforce App

Tabby Awards 2017

"Best iPhone And Android Business App," Salesforce App

AIGA A10 Award 2015

Rebranding and collateral campaign.

Gold AAF-KC 2014 American Advertising Awards

Typeface design and promotional poster.

