Resume 2025

NINA MABRY

Design leader based in Southern California | https://ninamabry.com | ninjamabry@gmail.com

CAREER STATEMENT

Human-centered designer with 15+ years of experience across UX, UI, and team leadership

I lead with empathy — for both those using our products as well as for the team building them. With clear thinking, strong storytelling, and a passion for simplicity, I strive to facilitate the creation of designs that make life better (not just prettier). My approach is grounded in kindness, curiosity, varied perspectives, and collaboration — the ingredients I believe are essential in building the high-performing, creative teams that drive meaningful innovation.

Because at the end of the day, it's not about me. It's about *we*.

DESIGN EXPERIENCE

KAISER PERMANENTE   **Pasadena, CA & Remote**
Principal User Experience Designer   *Sep 2021 - Present*

- Led a team of 12 UX designers focused on digital care navigation, including appointments, provider and location search, secure messaging, and on-demand telehealth
- Defined and drove the holistic design vision for how patients digitally access care, ensuring consistency and clarity across touchpoints
- Partnered closely with product leads, engineering, clinicians, and stakeholders to align business goals with user needs and advocate for human-centered outcomes
- Mentored designers through 1:1s and design reviews, providing feedback on both individual craft and overall experience strategy
- Collaborated closely with embedded product discovery coaches during a six-month initiative; conducted user interviews, created interview guides and assumption trackers to support designers through the full discovery process from problem framing to solution brainstorming, from validation testing to creating a discovery backlog
- Championed cross-functional collaboration to streamline care access, reduce friction, and create more intuitive digital pathways
- Provided design guidance on a small, regional pilot exploring AI-assisted care navigation, helping shape how appointment flows could adapt based on member-reported symptoms and care needs
- Guided design direction for high-impact features including:
  - o Symptom-led care guidance, which tested exceptionally well in usability studies and is launching in 2025
  - o One-click appointment booking flows
  - o A redesigned doctor and facility finder experience
  - o Messaging enhancements that proactively routed users to faster self-service options, reducing provider message volume and improving efficiency
- Recently transitioned to lead the strategic evolution of Kaiser Permanente's new member onboarding experience, focusing on clarity, personalization, and reducing drop-off
- Leveraged AI-driven methods for problem identification, solution discovery, and rapid iteration including synthesizing user testing and interview insights, brainstorming concepts, and streamlining communications (emails, presentations) to accelerate collaboration and clarity
- Partnered with fellow Principal Designers to establish a standardized Figma file organization framework and supporting component library. Drew on cross-team input (design, product, ADA, content, engineering) to refine the library for greater coherence and ease of adoption, thus improving onboarding, collaboration, and knowledge transfer while maintaining flexibility for project-level needs

Senior User Experience Designer   *Nov 2018 - Sep 2021*

- Served as senior designer on multiple high-priority initiatives focused on digital access to care, condition management, and patient education
- Designed and launched Get Care Now, Kaiser Permanente's first on-demand telehealth experience—enabling members to connect with providers virtually, reducing strain on in-person care and scaling rapidly during the COVID-19 pandemic
- Created a diabetes condition management experience that supported patients with ongoing care, information access, and tools for self-management

- Redefined the health class directory experience to improve discoverability and engagement with wellness offerings
- Collaborated closely with product managers, engineers, and clinical stakeholders to ensure solutions were user-friendly, technically feasible, and aligned with care goals

CBS INTERACTIVE   Burbank, CA
Senior User Experience Designer   *Oct 2017 - Nov 2018*

- Led UX for major platform enhancements on CBS' streaming service, including the launch of Live TV, PayPal integration, and improvements to registration and subscription management flows
- Collaborated across product, engineering, and UI teams to scale the platform's feature set while ensuring a seamless user experience across web, mobile, and connected TV platforms
- Played a key role in growing the UX team—advocating for dedicated UX roles, mentoring new hires, and defining team practices and collaboration models

User Experience Designer   *Nov 2013 - Oct 2017*

- Served as the sole UX designer on the original CBS All Access streaming product (now known as Paramount+), from concept through launch in Sept 2014—making CBS the first broadcast network to enter the streaming market
- Designed the core user experience for onboarding, content browsing, playback, and account management across web platforms
- Partnered closely with UI design, product, and engineering to define and iterate on a new digital content model
- Helped evolve the product to support expanding membership tiers, billing options, and premium add-ons such as SHOWTIME™

NBC UNIVERSAL   Universal City, CA
Senior User Experience/User Interface Designer   *Dec 2009 - Nov 2013*

- Led global redesigns of NBC.com with scalable templates and modernized user experience, introduced early UX practices into the org, and designed interactive digital engagement for primetime shows

User Interface Designer   *Dec 2006 - Dec 2009*

- Designed digital experiences for NBC primetime/daytime shows including support for the annual Upfronts showcase and built the network's early custom video player and online viewing platform

ILLUSTRATION EXPERIENCE

FREELANCE ILLUSTRATOR   Southern California
Licensed Sketch Card Artist   *2008 - Present*

- Commissioned by publishers including Topps and Cryptozoic to create one-of-a-kind, hand-drawn sketch cards for licensed sets (*Star Wars, DC, The Walking Dead, The Lord of the Rings*); known for fully inked, colored, scene-based illustrations recognized for their charm and humor
- Established reputation as a sought-after artist whose high-value cards drove pack sales and collector engagement, consistently delivering under tight deadlines while meeting strict brand and character guidelines

SKILLS

TECHNICAL
- **Design tools:** Figma, Sketch, Adobe Creative Suite
- **AI tools & workflows**: Applied AI for design discovery, research synthesis, ideation, and communication
- **Whiteboarding tools:** Miro, LucidSpark, FigJam
- **UX research and discovery:** User interviews (conducting + guiding), interview guide development, assumption tracking, usability testing, wireframing, prototyping, journey mapping
- **Design foundations:** Accessibility principles, design system fluency, component-based design, UX writing awareness
- **Process:** Product team model, cross-functional collaboration, Jira, Confluence, design documentation, outcome-focused iteration

LEADERSHIP

- **Approach**: People-first leadership, advocate for psychological safety, team career development via mentorship & coaching, curiosity, progress over perfection
- **Cross-team collaboration**: Active listening, early involvement between groups, discernment in compromise vs. advocacy
- **Communication**: Presentation & storytelling, stakeholder fluency, alignment across diverse perspectives, diplomacy

ARTISTIC
- **Drawing & illustration**: Rapid sketching, character/persona development, composition
- **Storytelling**: Storyboarding, scene setting, creative writing

EXTRAS

- Completed IDEO AI x Design Thinking workshop series (2025)
- 6+ years of remote collaboration experience
- Able to work anywhere within the EU without requiring sponsorship (dual American/Swedish citizen)