Nathan Tickel
Senior UX Designer

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SKILLS

- **User Experience & Interaction Design:** Creating wireframes, prototypes, user journeys, personas, design systems, information architecture, interaction flows, and service blueprints.
- **Motion Graphics:** Creating and integrating motion graphics into prototypes and live sites.
- **Data-Driven Design:** Driving design decisions with insights from user research, workshops, and other data sources.
- **Coding & Front-End Development:** Building accessible interactive experiences using Claude Code, HTML, CSS, and JavaScript.
- **Accessibility:** Designing inclusive experiences that meet 508 standards and support diverse user needs.
- **Leadership:** Leading teams to solve complex challenges and deliver impactful, user-centered solutions.

WORK EXPERIENCE

Center for Civic Design — Content / Plain Language Expert (*Jul 2026 – Present)*

Applying plain language and content strategy expertise across major election integrity and voter support initiatives, delivering clear, accessible communications and standardized usability testing methods.

- Voter Communications Toolkit (When Something Happens): Led content strategy, messaging, plain language reviews, and ongoing content generation for a national voter communications toolkit to help voters navigate unexpected election challenges. The toolkit achieved strong engagement with over 8,000 visits, 24,000+ page views, and 6,000+ resource clicks by November 2026.
- CT Voter Registration & Absentee Forms: Executed content design, plain-language rewrites, and information design strategy for primary forms and variants—including voter registration (ED-671) and absentee ballot requests (ED-3)—delivering accessible, printer-ready form packages and documentation for Connecticut election administration.
- VVSG Human Factors Testing Methods (NIST): Conducted desk research and stakeholder interviews to revise and rewrite voting system testing methods against VVSG 2.0 human factors requirements for the Election Assistance Commission (EAC).

Ibis Public Sector — Senior Experience Strategist *(Feb 2022 – November 2024)*

Led UX strategy and designed experiences across high-impact federal initiatives, delivering user-centered solutions that drive real business outcomes for CISA, TSA, FEMA, and the DHS CX Directorate.

- TSA Cares Resource: Led UX design for a public-facing resource on tsa.gov, enhancing accessibility for millions of travelers with unique needs while reducing burden on support staff. Recognized with a Service to the Citizen Award for its impact.
- Migrant Resource App: Led UX design for a high-impact resource serving over one million migrants by its second year, empowering users to navigate complex immigration processes.
- DHS CX Directorate Site: Supported user research, persona development, content strategy, prototyping and usability testing for a public-facing site serving CX, UX, and research professionals. Helped drive growth from 10,000 users in year one to 50,000 by year three.

- FEMA Research Report and Journey Map: Led research for a strategic research report and journey map for FEMA's National Flood Insurance Program (NFIP), assessing improvements, mapping customer journeys, and identifying opportunities to emulate private-sector innovations.
- CISA Feedback Initiative and CX Resource: Led research planning and execution, creating service blueprints, process maps, user journeys, and marketing materials to support policy refinement. Designed and hosted CX Support Hours and contributed to the development of an internal CX resource site.

Yona-Brixtel — UX Lead (*Mar 2019 – Feb 2022)*

Led a UX team within a cross-functional agile environment to release and iterate on a web-based compliance application for the FAA. Additionally, led early research, information mapping, and conceptual prototypes for a proof of concept of a data-driven, risk-based auditing tool.

- Led development of user journeys, service blueprints, wireframes, interactions, process flows, personas, and prototypes while ensuring alignment with user research insights for complex enterprise applications.
- Designed and moderated workshops to engage both internal teams and clients, foster collaboration, understand complex policy, and review designs.
- Defined project scopes with clients and stakeholders, led the UX team within a cross-functional Agile group, and presented deliverables to internal teams, executives, and clients—ensuring clarity and alignment throughout the project lifecycle.

TOOLS & TECHNOLOGIES

- **Design & Prototyping:** Figma, Claude, Adobe Creative Cloud (XD, Photoshop, Illustrator)
- **Collaboration & Facilitation:** Mural, Miro, FigJam, Google Suite, Microsoft 365
- **Development Tools:** Claude Code, VS Code, Storybook
- **Research & Analytics:** Qualtrics, Google Analytics, Optimal Workshop

EDUCATION

Academy of Art University

BFA: Web Design & New Media
Graduated: December 2018

CERTIFICATIONS

- Stanford Online: UI/UX Design for AI Products
- CITI Program: Human Subject Research
- The Interaction Design Foundation: Get Your Product Used: Adoption and Appropriation
- The Interaction Design Foundation: Service Design: How to Design Integrated Service Experiences
- Certified SAFe® 5 Government Practitioner
- Qualtrics: XM Fundamentals Certification
- Qualtrics: Platform Essentials Certification
- Udemy: The Simple Way to Conduct a UX Audit
- Udemy: UX Fundamentals: User Testing
- Udemy: UX Strategy Masterclass