

Nathan Briguglio

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SUMMARY

Senior Product/UX Designer with 10+ years of experience turning complex problems into intuitive, high-impact experiences and digital products that increase revenue and reach millions of users.

EXPERIENCE

FRONTIER COMMUNICATIONS

Dallas, TX

Acquired by Verizon in Jan 2026

Lead UX Designer

Jul 2022 – Jun 2026

- Delivered a 15% increase in fiber sales, \$10+ million in revenue, by taking ownership of and redesigning Frontier's business fiber serviceability flow that funneled millions of users to a purchasing decision.
- Led UX team to improve Frontier's residential eCommerce cart experience, increasing engagement by 67% and generating \$15+ million in overall fiber internet sales revenue.
- Expanded Frontier's design system with reusable components, iterating with Figma AI, increasing engagement 10% across web and app experiences, funneling 12+ million new users to the fiber cart experience, Frontier's primary revenue engine.
- Partnered with product and engineering teams to reduce site latency by 5% and load times by 8%.
- Designed Frontier's eero and Wi-Fi 7 marketing campaign experiences, its highest-performing business fiber offering, increasing sales 10% YoY and generating \$15 million in revenue.
- Established AI-assisted design workflows among the 15+ person UX and products teams. Used Figma AI, Cursor, and ChatGPT to accelerate research, ideation, design iteration, and prototyping.
- Leveraged the UserTesting platform to conduct unmoderated click-through testing of the business fiber serviceability flow and residential eCommerce fiber cart experiences, revealing pain-points and reducing friction. Created testing parameters, analyzed user data, and presented outcomes to stakeholders.

SOUTHERN METHODIST UNIVERSITY

Dallas, TX

UX Designer

Nov 2018 – Jun 2022

- Led UX for SMU's \$1.5 million website redesign, sourcing and partnering with Boston-based studio, Upstatement, along with SMU's engineering teams and high-level university stakeholders. The final product reached tens of millions of users across the US and the world.
- Led the rollout of SMU's first-ever design system at scale across all schools, organizations, and digital spaces. Partnered hands-on with individual colleges to implement consistent digital experiences across the university system, reaching millions of users.
- Drove research to shape SMU's digital brand experience through A/B testing, site optimization, and conducting moderated user surveys and usability testing with 150+ students, staff, and campus influencers.
- Increased homepage engagement from 10% to 15% through usability testing, A/B testing, and site optimization.
- Launched 20+ editorial web stories featured on the homepage hero, the top-performing experience visited by 8+ million unique users. This raised CTR, via editorial story CTAs, to the admissions website by 25%, a 5 million user increase according to Google Analytics.
- Aligned digital experiences with WCAG AAA accessibility standards, correlating in an engagement uptick from 5% to 8% across SMU's primary digital properties.

THRYV

Dallas, TX

Website Consultant

Aug 2017 – Oct 2018

- Designed and launched 150+ SMB websites, the top-performing sites increasing traffic by 30%.

SELF-EMPLOYED

Dallas, TX

Freelance Web & UI Designer

Nov 2015 – Aug 2017

- Designed and developed custom websites and digital experiences aligned with client goals.

SKILLS

Product Design: product strategy, UX strategy, user research, journey mapping, information architecture, interaction design, wireframing, prototyping, usability testing, design systems, responsive design, accessibility / WCAG

Collaboration: cross-functional collaboration, stakeholder management, design critique, workshop facilitation, agile product development

Tools: Figma, FigJam, UserTesting, Sitecore, WordPress, ChatGPT, Claude, Cursor, Google AI Studio

EDUCATION

The University of Texas at Arlington — B.A. Communication Technology

Dec 2016

CERTIFICATIONS

Southern Methodist University — User Experience Design Certificate

Issued Jun 2019