

# Nathan Briguglio

---

UX Designer

nathanbriguglio.com | linkedin.com/in/nathanbriguglio  
nathan.briguglio@pm.me | C: 817.881.9706

## About

---

Seasoned UX professional with over twelve years of industry experience and a broad skillset across all aspects of the digital ecosystem.

I'm passionate about designing sleek, high-quality, and user-engaging digital interfaces and experiences that are respectful, accessible, and humanly empathetic. My inherent capacity to learn and adapt allows me to work efficiently and effectively in a highly collaborative environment.

My AI-powered skills include user research and testing, information architecture, interaction design, visual design, prototyping, design systems, and accessibility.

## Experience

---

### Lead UX Designer - Frontier Internet/Verizon

Jul 2022 - Jun 2026

- Leveraged AI-powered design workflows in Figma to quickly prototype, iterate, and deliver pixel-perfect digital experiences within established brand guidelines and design system parameters.
- Expanded Frontier's modular design system, creating reusable components that facilitated future AI-driven content generation workflows.
- Designed and optimized Frontier's eCommerce cart experience via usability testing insights, increasing engagement from 3% to 5% after launch.
- Conducted data-driven optimization of UI elements via A/B testing and AI-powered content exploration for messaging, increasing user engagement by nearly 20%.
- Implemented targeted user experiences through Sitecore's "personalization" capabilities, delivering region-specific content strategies previously unused by Frontier.
- Improved website usability and performance metrics through ongoing UX optimization, increasing conversion rates from 8% to 10%.
- Designed reusable UI components, including banners, modals, and content cards, that increased user engagement by 10% across Frontier's Enterprise and Small Business web and app platforms.
- Conducted usability testing via the UserTesting platform.
- Established innovative AI-powered research and design workflows to improve efficiency.

- Standardized design practices and adopted emerging AI-driven UX methodologies.
- Collaborated closely with front and back-end engineering squads to improve site performance, reducing latency by 5% and load times by 8%.
- Worked with product managers to analyze user behavior and optimize content strategy, increasing click-through rates across Frontier's commercial web properties.
- Led the design and launch of high-profile marketing landing pages.
- Used AI-powered analytics and optimization (via Claude, Cursor, and ChatGPT) to create the highest-performing campaign web page on Frontier's Small Business site, increasing business fiber internet sales by almost 10%.

### **UX Designer** - Southern Methodist University

Nov 2018 - Jun 2022

- Applied Sitecore and WordPress as CMS platforms.
- Designed and developed dynamic, engaging web pages and web stories, administering Adobe XD as a collaborative design tool to conceptualize, construct, and deploy wireframes, mockups, and web prototypes.
- Created engaging user interfaces and web experiences that raised advertising impression by 12% (5.5M to 6.2M) and increased conversions by 13% (32K to 36K).
- Designed high-quality custom web and vector graphics/assets using Adobe Illustrator and Photoshop.
- Used Adobe Photoshop to enhance, compress, and make ready photography for digital usage.
- Managed source code collaboration through a web-based version control repository (GitHub & Sourcetree).
- Designed and launched over 20 featured web stories, the most successful of which increased click-through rates from the home page to the Admission website by 25%.
- Responsible for SMU's partnership with Boston-based digital studio, Upstatement, which was chosen by leadership from a pool of hundreds of local and national agencies, to overhaul SMU's website design, a nearly \$1M project.
- Took the lead as SMU's design voice during the project, collaborating with both in-house and external Upstatement creative and development teams.
- Led the rollout of a new website design system, a game-changer for SMU's web presence, which saw overall home page engagement skyrocket from 10% to 15%.
- Used React to build prototypes within the new design system.
- Worked closely with developers and interdisciplinary creative teams, other schools and on-campus organizations, to re-introduce SMU's digital presence using said design system framework.

### **Website Consultant** - Thryv

Aug 2017 - Oct 2018

- Web copywriting, SEO, and UI/UX design.
- Managed web content using a proprietary CMS platform and custom coding.
- Worked closely with SMBs to design websites that satisfied their business needs.

- Launched over 150 websites, the most successful of which increased traffic by 30%.

### **Freelance Web & UI Designer - Self-Employed**

Nov 2015 - Aug 2017

- Designed and developed custom, high-quality websites and digital assets.
- Created user-friendly interfaces and web concepts.

## **Skills**

---

### **Interaction**

- User research
- Journey Mapping
- Wireframing
- Prototyping
- User testing

### **Visual**

- Graphic design
- Sketches
- Photo editing
- Vector design
- Video Editing

### **Software**

- Figma
- Adobe Suite
- Google AI Studio
- Figma AI
- ChatGPT

## **Education**

---

### **Bachelor of Arts in Communication Technology - 2016**

The University of Texas at Arlington

## **Certifications**

---

### **User Experience Design Certificate - 2019**

Southern Methodist University