NIC BERTINO

Empowering good design. Find out how.

Experience

Director of UX, AppFolio 2019-Present

I provide leadership to our SMB and AI teams and serve the larger UX organization. In addition to providing segment-level strategy and vision, I have grown our UX design and research practice and led our Design System efforts. My focus has been systematizing good design through tooling, inclusive practices, centering our customers, and fierce collaboration.

Director of Digital Strategy, Santa Clara University 2010-19

Applied Agile product development to digital transformation projects including apps, websites, touch kiosks, and digital signage. Launched several key projects and initiatives for SCU's most visited properties and authored the University's first accessibility policy.

Senior Web Developer, Trumpette 2008-10

My last dedicated development position, where our small team was responsible for rolling out Magento and optimizing the end-to-end delivery process.

Web Development, Freelance 2003-19

Everything from WordPress websites to Magento deployments, with a sprinkle of "how to make the worst interface possible" for a Ph.D.'s dissertation.

Major Projects & Impact

2021	**Introducing Figma**
	Supercharged 40+ product development teams through effortless collaboration. Led efforts to integrate AppFolio's design system with Figma.
2018	**SCU's Design System**
	Enabled two milestone redesigns in 24 months for products and websites receiving over 400k visits per month.
2016	**Santa Clara University Website**
	Turned 400 content creators into UX-minded designers through a full training suite and curriculum.
2013	**Santa Clara Law Website/ERP**
	Converted 10% more applicants than the previous website on a budget under $1k.
2011	**Git/Redmine Conversion**
	Modernized version control and enabled agility by connecting user stories to code automatically.

Selected Presentations and Speaking

2020	Burnout
	A systems-level approach to understanding mental health and burnout in product teams.
2019	Your Tragic Design
	A critique of Agile product design through the failure of WordPress' Gutenberg project.
2011	Modern Version Control
	A profile of SCU's conversion to Git and how version control can enable teams to be more Agile.

Publications

Modern version control: creating an efficient development ecosystem. *SIGUCCS '12*.