

LIV NELSON

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PRODUCT DESIGNER & SOFTWARE ENGINEER

Product Designer with 12+ years of experience in user-focused web and mobile applications, alongside 5 years in software engineering. Proficient in React and JavaScript, with extensive expertise in developing robust design systems and supporting production environments. Skilled at blending technical knowledge with a user-centered approach to ensure scalability, reliability, and high performance across platforms. Experienced in debugging complex systems, optimizing applications, and collaborating with cross-functional teams in fast-paced settings to deliver scalable, secure, high-quality solutions that drive growth and enhance user satisfaction.

SKILLS

Core Competencies: User-Centered Design & Research • Scalable Systems Thinking • Strategic Problem Solving
Cross-Functional Collaboration • Interaction Design & Prototyping • Agile Development • Brand Consistency & Design Systems
Accessibility & Inclusive Design • Impact-Driven UX/UI Solutions

Development & Coding: React • JavaScript • TypeScript • HTML • CSS • PHP • Ruby on Rails • GitHub

Platforms & Tools: WordPress • WooCommerce • Shopify • Google Analytics • SEMRush • ChartJS • SEO

Design & Prototyping Tools: Figma • Sketch • Adobe XD • Miro • Illustrator • InDesign • Photoshop • After Effects

PROFESSIONAL EXPERIENCE

National Energy Installers

Newport Beach, CA

Lead Product Designer & Software Engineer

August 2023 - Present

- Developed, maintained, and debugged scalable WordPress websites and SuiteCRM integrations, driving a 200% increase in organic conversions while ensuring production stability, consistent branding, and cross-platform functionality.
- Led end-to-end development and deployment of custom React plugins and scripts for SuiteCRM and WordPress, automating data flows to improve proposal-building, enhance data accuracy, and reduce manual tasks by 20%.
- Architected integrations with third-party tools, including OpenSolar, Energy Toolbase, and utility APIs, to support proposal development, improving proposal quality and speed.
- Identified and resolved technical issues across plugins and backend architecture, enhancing platform stability and user experience through proactive problem-solving.
- Created a scalable design system for all sister companies, ensuring consistent branding and UX across platforms, enhancing brand alignment and operational efficiency.
- Led UX/UI design initiatives, collaborating with structural engineering, manufacturing, product, and sales teams, conducting user research and implementing data-driven changes that increased user satisfaction by 25% and drove a 30% increase in engagement.

Fuller Theological Seminary

Pasadena, CA

Contract Product Designer & Software Engineer

March 2023 - Present

- Designed high-fidelity prototypes, user flows, and wireframes to enhance user experience, aligning design solutions with business goals and increasing usability by 20%.
- Built a custom React application to enable users to search for degree programs and certifications by state, enhancing accessibility and user engagement.
- Optimized the main website for full ADA and WCAG compliance, expanding accessibility and usability for diverse audiences.
- Led user research initiatives, collaborating with cross-functional teams to implement data-driven design adjustments, improving alignment with both user needs and institutional branding standards.
- Built and maintained a scalable design system to streamline the user experience across digital platforms, which reduced development time by 20%.

Dynamic Team Solutions

Los Angeles, CA

Product Designer & Software Engineer

January 2018 - July 2023

- Managed full lifecycle development of two scalable WordPress websites with custom themes and content management systems, implementing design systems that improved brand consistency and development speed by 20%.
- Developed a custom React application for online education and certification, enhancing accessibility and engagement.
- Led digital ad and social media campaigns, increasing engagement by 30% and improving conversion rates.
- Collaborated with product managers and stakeholders to align product vision with user-centered design principles, optimizing product-market fit and enhancing user experience.

Centre Stage, Inc

Monrovia, CA

Contract Product Designer & Software Engineer

November 2017 - July 2022

- Built and launched the company's website with a custom WordPress theme and scalable pay-per-view streaming platform, continuously optimizing backend architecture to ensure secure, high-quality streaming, faster load times, and a 30% increase in engagement.
- Developed a cohesive digital presence, implementing a unified design vision and producing high-quality animations and multimedia content with Adobe After Effects and Premiere Pro to enhance live performances and boost audience satisfaction.
- Mentored junior designers in interaction design, user research, and multimedia content creation, fostering skill development and enhancing overall project quality through structured feedback and collaborative guidance.

Peoplescape HR

Los Angeles, CA

Product Designer & Web Developer

February 2014 - December 2018

- Designed and launched a fully responsive website, enhancing UX and SEO to boost customer engagement by 40% and drive a 40% increase in business growth through data-driven user experience enhancements.
- Led a comprehensive rebranding initiative, creating a cohesive style guide and collaborating with cross-functional teams to ensure brand alignment and enhance digital strategy execution across platforms.
- Leveraged analytics tools like Google Analytics and SEMRush to monitor user behavior and optimize digital strategy, identifying key areas for improvement that strengthened online visibility and enhanced targeted marketing efforts.

VOLUNTEER EXPERIENCE

Monrovia Days, City of Monrovia

Monrovia, CA

Product Designer & Software Engineer

October 2018 - Present

- Built and launched the city's event website with a strong focus on accessibility and usability, increasing event participation by 20% and creating an inclusive digital experience for a diverse audience.
- Developed, launched, and continuously optimized a mobile-responsive scavenger hunt web app using React and PHP, conducting ongoing debugging and maintenance to ensure seamless performance for over 200 participants annually.
- Produced a 2-hour community documentary using Adobe Premiere Pro, which aired on public TV and strengthened community connection and engagement during the 2020 lockdown.

EDUCATION

Flatiron School

New York, NY

Software Engineering

Software Engineering Certification

Collin College

Plano, TX

School of Fine Arts

Graphic Design & Photography

Harding University

Searcy, AR

School of Nursing

Licensed CNA

EMT Services

Plano, TX

Emergency Medical Technician

Licensed EMT