

Alexander Nicholas

Senior Product Designer & AI Product Manager • AI, Automation & Enterprise Workflows

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PROFESSIONAL SUMMARY

Senior product designer and AI product manager with 7+ years of experience turning complex operational needs into B2B, SaaS, and enterprise products across healthcare real estate, automotive, and government technology. Connects workflow discovery, user research, executive communication, solution definition, and delivery planning to move initiatives from ambiguity toward implementation. Combines Figma prototyping, behavioral analytics, and front-end development with hands-on automation using n8n and Microsoft Copilot, conversational voice AI built on Twilio and Vapi, and secure experimentation in a locally hosted private AI environment. Founder of an automotive event platform serving 530+ users and owner of a design and automation consultancy.

CORE SKILLS

- * Product strategy & discovery
- * Product management & roadmapping
- * User research & usability testing
- * Journey mapping & information architecture
- * Interaction & interface design
- * Workflow & process analysis
- * Agentic workflow design
- * AI & automation product strategy
- * Workflow automation strategy
- * Behavioral analytics & feedback loops
- * Figma & design systems
- * Metrics, analytics & feedback loops
- * Local AI & private infrastructure
- * HTML, CSS, JavaScript & React
- * n8n, Copilot & Wrike
- * Conversational voice AI (Twilio, Vapi)
- * Agile delivery & stakeholder alignment
- * API-enabled product workflows

EXPERIENCE

Web Master & UX Designer, Healthcare Realty Trust

AUG 2019 – PRESENT

- * Design and manage digital experiences supporting a portfolio of 700+ medical office buildings, employees, and tenants.
- * Interview internal stakeholders and tech-services staff to document how systems and workflows connect; create research and process documents that leadership can analyze.
- * Map cross-functional operational workflows into clear diagrams for executive leadership, surfacing handoffs, bottlenecks, and opportunities for improvement.
- * Identify information and workflow gaps and suggest automation initiatives that connect business needs to practical implementation paths.
- * Define and implement workflow automations with n8n and Microsoft Copilot; designed a custom Wrike workflow that streamlined leasing approvals and improved reporting visibility.
- * Prototype a new dashboard for executive consumption to support more informed decisions on financial initiatives.
- * Set up a locally hosted AI environment on private, sovereign infrastructure to explore secure, data-resident AI use cases and automation.
- * Develop service desk automation and an API-enabled building signage workflow that carries property-level changes into the signage software; designed an interface for on-site staff to update directory content.
- * Combine Microsoft Clarity analytics with usability testing to prioritize changes that reduced rage clicks by 34%.
- * Implement Qualtrics feedback loops for renewal campaigns and service-request experiences, turning user input into iterative improvements.

Founder, Product Designer & Developer, ForgedRoad

NOV 2024 – PRESENT

- * Founded, designed, and built an automotive event-discovery platform in FlutterFlow with custom geolocation and relevance logic.
- * Own end-to-end product discovery, prioritization, and design across event posting, groups, discussions, and discovery.
- * Support 530+ users and 15–30 daily active users through iterative releases informed by usage patterns and community needs.

Designer & Owner, That Guy's Sketch LLC

JAN 2010 – PRESENT

- * Lead product strategy and UX consulting, expanding the agency into AI adoption, digital strategy, and business automation services.
- * Build and operate n8n automation systems: Gmail-to-Trello and Stripe-to-Trello pipelines, a LinkedIn content pipeline with Telegram approval gates, a lead-scout agent for automotive, real-estate, and pool businesses, and site uptime monitoring with Telegram alerts.
- * Design and build conversational voice AI for lead intake with Twilio and Vapi, using webhooks to organize call data.
- * Independently prototype automation and local-AI workflows to evaluate practical use cases, tool choices, and implementation patterns – including Zinnia, an agentic admin assistant spanning Telegram, Gmail, Airtable, Redis, and local LLMs with two-tier memory.
- * Evaluate websites and applications, identify usability and workflow issues, and translate findings into practical product recommendations.
- * Redesigned the interface and workflow for ComCept Solutions' automotive paint-distribution software.

- * Designed and built the Pro Pool Inspectors Webflow site (CMS, design system) and synced a Figma design system for JW's Pool Inspectors.

Designer / Marketing, Computing System Innovations

MAY 2014 – AUG 2019

- * Designed and tested legal redaction and indexing tools for government B2B clients; built responsive enterprise SaaS prototypes.
- * Increased qualified leads 20% while reducing advertising spend 50%.

User Experience Designer, BandBasher

SEP 2017 – MAY 2018

- * Designed onboarding flows and dashboards and conducted user research to reduce navigation friction in a workflow SaaS product.

SELECTED PROJECTS

- * **Vario** – Neighborhood vibe-rating MVP built with Next.js, Mapbox, and Supabase/PostGIS.
- * **Home AI lab** – Private local-inference infrastructure: Synology NAS home lab, llama.cpp RPC across two PCs, LM Studio, Tailscale networking, and RTX 5060 Ti 16GB GPUs.

EDUCATION

- * B.S., Multimedia Design and Development, DeVry University, Orlando, FL | 2014
- * Foundations of User Experience (UX) Design, Google | 2021

CREATIVE FUEL

- *Automotive events & photography
- *Pen-and-paper sketching before Figma
- *Games, anime & futuristic interfaces