Clay Nichols

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Experienced User Experience (UX) Designer

Experience

I began my career working at IT consulting firms, and then I started a software company providing speech therapy for stroke survivors. I marketed and sold it worldwide. I have over a decade of experience in each area of the Product Development Lifecycle, during which I managed remote teams. A few years ago, I fully automated my company, freeing me to consult to other businesses in a variety of industries. I helped clients choose & implement the right technology solutions. I recently expanded my education, focusing on interpersonal communication, negotiation & sales.

Areas of Expertise

- Product Management
- Project Management
- Agile software development
- Wireframing / Rapid prototyping
- UX (User Experience) Design
- UX Testing
- Consulting
- Sales
- HTML, familiar with CSS & Javascript

Selected Career Highlights

I've repeatedly taken initiative to either expand revenue or reduce costs:

- Founded a software company which generated **over $3 million in revenue.**

- Created a new product generating over **$100k** ARR **(**annual recurring revenue) for my telephone company clients: providing internet service in rural areas.

- Designed monitoring hardware that **reduced downtime 97%** for IT consulting company's remote PC "kiosks",

- Created a troubleshooting course that **increased student success by 25%**, while I was teaching software engineering.

Professional Experience

- **UX & Marketing Consulting** - NicholsConsulting.org - Sept 2018-present
    - Created & delivered executive marketing presentations
    - Tracked & A/B tested sales funnel effectiveness using Google Analytics
    - Redesigned websites, increased sales 30%
    - Digital product rebranding

- **Product Manager & Software Developer** - Bungalow Software, Inc. - Nov 1998-present
    - Conducted over 100 UX interviews & tests
    - Translated the needs of patients and medical professionals into software specifications

- Designed clear, easy-to-use UI's (User Interfaces) for brain-injured patients for 17 programs.
- Created & tested wire-frames and UI mockups & prototypes
- UX Testing (both moderated and remote, via UsabilityHub.com)
- Created feature roadmaps for 17 digital healthcare products
- Developed 15 software products (concept to completion) & managed 10 years of revisions
- Created Responsive Designs for both websites and web-apps
- Project Management for PC speech therapy software (managed remote development)
- Product Management for cross-platform healthcare web-app built by remote team ($150K budget)
- A/B Tested UX & sales funnels with Google Analytics & UsabilityHub.com
- Converted our PC software to automated subscription service
- Got our blog to the #1 position in Google search results with Content Marketing & SEO
- Wrote sales & advertising copy
- Wrote blog, email newsletter and email courses used as "lead magnets" on social media
- Created Sales Funnels leading to live sales calls with 60% conversion rate.

- **Coach, Productivity & Knowledge Management** - Forte Labs - Sep 2018
  - Coached students, helping them focus on their desired outcomes & overcome obstacles

- **Guest lecturer on healthcare technology** - University of Colorado at Boulder - 2018
  - Invited to lecture on speech & language technology at Communication Disorders College

Education

- **Negotiation & Sales Coaching –** 88 Owls

- **Digital knowledge management course -** buildingasecondbrain.com

- **Interpersonal communication training -** Landmark Training

- **BS: University of Louisiana at Lafayette**
  - Major: Electrical Engineering; Minor: Telecommunications

- **Electronic Technician "A" School -** US Navy
  - Learned to troubleshoot & repair communication equipment (9-month technical training)

Leadership

- VP of Public Relations - Toastmasters
- Coached robotics teams
- Leadership Development Committee - UUC Church
- President, VP, Outgoing President - New River Bicycling Association (NRVBA)
- Logistics coordinator (food & services for 500 riders, 11 locations) – NRVBA
- President, Pi Kappa Alpha Fraternity

Dear Hiring Manager,

I began my career working for consulting firms, then started my own software company and created 17 programs providing speech therapy to stroke survivors. I marketed and sold it worldwide. A few years ago, I fully automated my company so it wouldn't need my involvement, freeing me for new challenges. I've spent my career helping technical and non-technical stakeholders understand each other's needs.

A few years ago, I returned to consulting, sharpening my skills in areas that I most enjoyed as a business owner. As I took classes and read a wide range of books; what particularly resonated was the importance of listening. For example, each sale happens in the prospect's mind. They *know* what they want. They'll *tell* us if we ask and listen with genuine curiosity.   I first learned this selling our software. After I explained what a patient needed, caregivers often asked "how did you know *exactly* what we need?" I just smiled, never revealing my secret*: I asked curious questions. You told me. I listened.*

Listening is critical in communication, making it helpful in all aspects of software development; which is essentially encoding human knowledge into an automated system. In my experience, customers (and clients) sometimes express their needs in terms of familiar *features*. But when I've dug deeper, I often discovered a need behind the request. Meeting that need resulted in happy customers. As Henry Ford famously said, "*If I'd asked what they wanted they'd say a faster horse*".

I've loved consulting with a variety of businesses, but I miss learning & growing with a team working toward a common purpose.

Sincerely,

Clay Nichols
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