

Nina Goluskin - Senior UX Designer | Product Strategy, AI & Complex Systems

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Senior Product Designer with 7+ years of experience shaping product strategy and designing complex enterprise platforms from discovery through delivery. I work across product discovery, research, interaction design, service design, information architecture, prototyping, and design systems, with a focus on turning ambiguous problems into clear product direction and intuitive workflows.

Experienced designing AI-enabled workflows, low-code/no-code products, SaaS, and enterprise systems across healthcare technology, data platforms, and large-scale modernization initiatives serving 60K+ users. Currently designing AI-enabled products within a federal AI innovation incubator.

Skills

Product Design, Product Strategy, UX Strategy, Discovery & Problem Framing, User Research, Interaction Design, UI Design, Information Architecture, Systems Thinking, Complex Workflow Design, Rapid Prototyping, Design Systems, Service Design, Journey Mapping, Service Blueprinting, Usability Testing, Accessibility & Inclusive Design, WCAG, Section 508, AI & Agentic Experiences, AI-Assisted Design Workflows, Prompt Design, Enterprise B2B & SaaS, GovTech, Product Modernization, Feature Prioritization, Product Roadmapping, Cross-Functional Collaboration, Stakeholder Management, DesignOps, Workshop Facilitation, Mentoring, Figma, Figma Make, Claude, Claude Cowork, Mural, Dovetail, Jira, Azure DevOps, USWDS

Experience

Lead Sr. UX Consultant | Excella: Sept 2024 – Current | Remote

Clients: Office of Personnel Management (OPM), Department of Homeland Security (DHS)

OPM: Federal AI Innovation & Hiring Modernization

- Lead UX and product design for AI-enabled tools modernizing federal hiring, classification, data collection, HR and hiring-manager workflows as part of an AI incubator team for the federal government
- Translate complex policy, business, and user requirements into journey maps, service blueprints, product concepts, prioritized features, workflows, and interactive prototypes
- Create rapid low-code/no-code AI prototypes to test concepts, accelerate stakeholder decision-making, and validate product direction before development
- Designed AI enabled tools, supported skill-building, utilized MCP connectors, and created markdown files to leverage agentic workflows that keep humans-in-the-loop while helping users work effectively with AI-generated outputs
- Conduct user research and discovery to identify pain points, unmet needs, workflow breakdowns, and opportunities for automation and decision support
- Partner with product, engineering, policy, subject-matter experts, and leadership to balance user needs, business goals, technical feasibility, and implementation effort aiming to reduce time to hire in the federal government by over 50%
- Maintain and extend enterprise design-system components in Figma to improve consistency, accessibility, scalability, and design-to-development handoff, utilizing Claude Cowork, Claude code and Figma make to ingest design systems and enable rapid prototyping
- Facilitate workshops, feature-prioritization sessions, and cross-functional working sessions to turn ambiguous problem spaces into actionable product direction for high stakes and high visibility client and stakeholders.

DHS: Homeland Security Information Network (HSIN)

- Led product discovery and UX strategy for modernization of a mission-critical information-sharing platform serving 60K+ users across 1,400+ emergency response and security communities
- Defined product priorities through targeted research, usability testing, workflow analysis, and stakeholder discovery despite limited direct user access and evolving requirements

- Designed scalable workflows for document management, enterprise search, permissions, information architecture, taxonomy, custom lists, and community-based collaboration
- Redesigned complex navigation and information structures to improve content discoverability for non-technical, field-based, and emergency-response users
- Partnered closely with engineering to balance usability with Drupal modules, open-source constraints, implementation effort, and USWDS requirements
- Helped establish functional design reviews across UX, business analysis, and engineering to identify usability, accessibility, consistency, and release-readiness issues before deployment
- Supported proof-of-concept, limited MVP, and subsequent release design while aligning parallel web and mobile initiatives around a consistent experience

Lead UX Designer | Bixal: Aug 2021 – Sept 2024 | Remote

Clients: USAID, HHS, CMS

- Led product strategy, UX research, service design, interaction design, and end-to-end product design across multiple large-scale digital platforms
- Defined product roadmaps, MVP scope, feature priorities, information architecture, and design direction in complex multi-stakeholder environments
- Led design of USAID's Private Sector Engagement platform, increasing qualified partnership leads from approximately 1 every two weeks to 6–8 within the first week after launch
- Redesigned navigation and information architecture, reducing time to locate key partnership pathways from approximately 2 minutes to under 30 seconds
- Led user research, proto-persona development, top-task analysis, usability testing, and prioritization workshops to transform fragmented stakeholder requirements into actionable product direction
- Created service blueprints and standardized service models for complex data migration, archiving, intake, and client-request workflows
- Partnered with engineering, content strategy, analytics, communications, and external design teams to integrate product experiences into larger enterprise ecosystems
- Designed responsive web experiences from early concepts through high-fidelity prototypes, balancing established design systems with customized interaction and visual-design needs
- Integrated WCAG 2.1 AA and Section 508 accessibility throughout research, design, testing, and delivery
- Mentored designers and cross-functional teammates while improving design processes, stakeholder communication, and delivery quality

Sr. UX Designer | Booz Allen Hamilton (Liberty IT Solutions): Sep 2020 – Sep 2021 | Remote

Client: Department of Veterans Affairs — Health Connect CRM

- Led UX and product design for a nationwide Salesforce-based telehealth and clinical contact-center platform supporting millions of veterans and tens of thousands of VA healthcare and operations staff
- Joined as the sole product designer and helped scale the function into a two-person design team, hiring and mentoring an additional designer
- Conducted discovery research, contextual inquiry, stakeholder workshops, and 16+ user interviews across administrative, pharmacy, nurse-triage, and virtual-care workflows
- Mapped current-state and future-state services to consolidate four fragmented clinical workflows into a unified real-time experience
- Simplified workflows that previously required users to manage 14–20 concurrent, frequently timing-out systems and windows
- Designed role-based interfaces for frontline operators, clinicians, pharmacy teams, and leadership using Salesforce Lightning Design System
- Partnered with engineering to determine when to use native Salesforce components versus custom experiences, balancing usability, scalability, maintenance, and development effort
- Integrated AI-supported clinical triage API and chatbot capabilities into workflows to support decision-making and improve intake consistency
- Facilitated product-prioritization workshops using user/business value and technical complexity to help define MVP scope and feature sequencing
- Created service-design frameworks and co-founded a cross-project design roundtable that expanded UX from reactive project support toward earlier strategic involvement

UX Instructor & Mentor | UC Berkeley Extension: Feb 2020 – Sep 2021 | Remote

- Taught and mentored 50+ UX students across user research, interaction design, information architecture, prototyping, usability testing, product strategy, and Agile/Lean UX
- Facilitated design critiques, workshops, and project reviews translating UX theory into practical product-design decision-making
- Mentored students on portfolios, interview preparation, and career transitions, with approximately 85% securing UX roles within months
- Coached emerging designers on communicating research insights, defending design decisions, and working effectively with cross-functional product teams

Founding Product Designer | Replex: Oct 2019 – Jun 2020 | Remote

Kubernetes / Enterprise SaaS

- Served as founding product designer for a real-time cloud infrastructure optimization platform deployed across 40,000+ enterprise servers
- Led foundational user research and product discovery, working directly with C-suite leaders to align user needs, product-market fit, business goals, and engineering feasibility
- Defined the initial product roadmap and feature sequencing, prioritizing high-value opportunities while deliberately keeping lower-impact functionality out of scope
- Translated complex Kubernetes and infrastructure data into intuitive dashboards for two distinct audiences: technical engineers and business/finance leadership
- Designed product experiences that surfaced infrastructure utilization, cost, performance, and resource-allocation insights
- Collaborated with engineering and frontend development to turn technically complex concepts into scalable user workflows and interfaces
- Contributed to automated usage insights and infrastructure-scaling recommendations for enterprise customers

Freelance UX Designer | Various Clients: Aug 2019 – Aug 2020

- Led UX strategy for a COVID-19 rapid-response product supporting pop-up testing-site operations, conducting user research and defining early product-market and go-to-market direction
- Delivered UX audits, heuristic evaluations, product recommendations, and strategic design reviews across healthcare, e-commerce, and web products
- Presented research findings and prioritized recommendations to stakeholders to guide product, content, and experience improvements

Tools & Technologies

Design: Figma, FigJam, Sketch, Miro, Figma Make, Salesforce Lightning Design System, USWDS, Responsive Web & Mobile Design

Research & Analytics: Dovetail, User Interviews, AI enabled a/b testing, Usability Testing, Heuristic Evaluation, Card Sorting

AI & Emerging Technology: Claude, Claude Cowork, Claude Code, Claude Skills, MCP Connectors, AI-Assisted Design Workflows, OpenAI, Chat GPT agents, agentic workflows, markdown files, Conversational UX, Prompt Design, Human-in-the-Loop Design, Rapid AI Prototyping, Low-Code / No-Code

Product Delivery: Jira, Confluence, Azure DevOps, Agile, Scrum

Languages: English (Native), Spanish (Native), Portuguese (Conversational),

Education

B.A., Interdisciplinary Studies — University of Central Florida, 2017
Focus: Cognitive Psychology, Design & Entrepreneurship

UX/UI Design Immersive — Ironhack, Lisbon, Portugal, 2019
Intensive in-person training in UX research, interaction design, prototyping, and product design

Service Design Thinking — IDEO U, 2023

Section 508 Trusted Tester Certification — 2025