

## PROFESSIONAL STATEMENT

I am a systems-driven Product Designer guided by curiosity, translating complexity into experiences that create clarity, support confident user decisions and drive business outcomes.

## EXPERIENCE

### Senior Product Designer, Subscriber Experience

Disney Streaming — Mar 2021 - Sept 2025

New York, NY / Los Angeles, CA

Designed core experiences and content discovery features within the Disney+ app.

#### KEY INITIATIVES

- Shop on Disney+: Led in-app experience design and art direction for streaming-to-commerce pilot; generated \$11.4M+ in revenue
- Disney+ on Apple Vision Pro: Designed the navigation system and immersive viewing environments controls—establishing how Disney+ platform thinking extends to emerging spatial technologies
- Catalog Expansion: Evolved components and hero layouts to support catalog integration of Hulu & Star+ content across 190+ countries
- Games & Interactive: Designed exploratory concepts for interactive cinema (NVIDIA) and haptics discovery within Disney+ (iceboxed)
- Vision Concepting: Developed early concepts for future Disney+ collaborations (Epic Games), News, and Watchlist

### Experience Designer

Language Dept. — Dec 2016 - Feb 2021

New York, NY

Collaboratively expanded client creative capacity through deep research, industry immersion, and strategic design execution

#### KEY INITIATIVES

- Hungryroot: Repositioned from meal kits to healthy grocery through a brand and digital product refresh
- Design Within Reach: Led an 18-month initiative developing the Design Services program and research identifying new market segments
- Canopy (acquired by CNN): Defined brand identity and voice; designed and built website v1–v2 (Webflow + GitHub)
- comScore: Designed a 0-to-1 reach and frequency optimizer for U.S. ad buying; licensed by the DNC and RNC for the 2016 election

### Digital Systems + Operations Manager

Language Dept. — Jan 2014 - Dec 2016

New York, NY

- Studio Operations: Managed creative operations, finance, and IT maintenance for design practice
- Client Contributions: Brand strategy, naming, copywriting, information architecture, art and media buying, and photoshoot production across diverse client portfolio

### Studio Manager

Prestone Media Group — Jul 2013 - Jan 2014

New York, NY

- Managed creative operations for an advertising and retouching studio including new hire onboarding, benefits administration, payroll, and the firm's accounts payable

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## CORE SKILLS

### —DESIGN PRACTICE & EXECUTION

Art Direction  
Content Merchandising & Discovery  
Design Strategy  
Information Architecture  
Interaction Design  
Pixel Specs  
Multi-platform Design  
Early Vision Concepting

### —PARTNERSHIP & COLLABORATION

Executive Communication  
Multi-Stakeholder Alignment  
Process Innovation

### —DISCOVERY, RESEARCH & VALIDATION

A/B Testing  
Behavioral Analysis  
Competitive Analysis  
Journey Mapping  
Rapid Prototyping  
Research Synthesis

### —TOOLS & TECHNICAL EXECUTION

Adobe Creative Suite  
Figma  
Figjam

## EDUCATION

Norfolk State University  
Fine Art  
2006

Bloc (Acquired by Thinkful)  
UX + Frontend Development  
2016

## AWARDS & RECOGNITION

### —WW3 GOLD AWARD

Virtual & Immersive Features  
Best VR Headset Experience

Creative Innovation  
Metaverse or Game Brand Integration

Virtual & Immersive Experiences  
Media & Entertainment

### —WW3 SILVER AWARD

Mobile Features  
Best Experimental & Innovation

Mobile Apps & Sites  
Entertainment

## VOLUNTEER EXPERIENCES

Founding Member,  
Culture & Community Co-Chair  
The Melanin Collective, The Walt Disney Co.  
2021 — 2025

Mentor, Design & Technology  
Wave Program, Built By Girls  
2018 — 2019