

# Nick Coma



Manager, Product Design — Over a decade of shaping enterprise, AI and consumer products.

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## 01 EXPERIENCE

IBM / DIALEXA (ACQUISITION)

Dec 2023 - Present

### Manager, Product Design

- Led product design for enterprise platforms and AI initiatives, defining UX strategy in close partnership with product and engineering.
- Member of Toyota's Product Excellence team, driving adoption of modern design practices across the org.
- Design lead for J&J, Pizza Hut, and BNSF — improving internal tools, usability, and operational workflows.
- Managed and mentored designers across multiple engagements, owning delivery plans and deliverables.
- Co-built and led the Visual Design Community of Practice to raise craft and consistency org-wide.
- Figma subject-matter expert, enabling advanced workflows, scalable design systems, and new feature adoption.

MONDO ROBOT

Aug 2022 - Dec 2023

### Senior UI/UX Product Designer

- Design lead for Goldenvoice digital products (Coachella, Stagecoach), shaping large-scale consumer experiences.
- Owned end-to-end product design across mobile and web, from discovery through delivery.
- Built and scaled Figma design systems to drive consistency and speed.
- Led UX and feature design for Simplot based on stakeholder and business needs.
- Produced illustrations, motion, and Lottie animations to elevate product storytelling and interaction.

DOE ANDERSON

2020 - 2022

### Sr. Art Director

- Set creative direction for Maker's Mark, partnering with copy to deliver cohesive, multi-channel brand campaigns.
- Oversaw integrated creative across digital, social, and print for Maker's Mark, Legent, and Knob Creek.
- Established digital-first presentation frameworks to modernize client storytelling and executive communication.
- Led global visual systems for XD design used across Maker's Mark's international teams.

TUBI

2019 - 2020

### Lead Art Director

- Led a team of designers and freelancers supporting a fast-growing streaming platform.
- Directed motion design and creative campaigns across paid social and digital channels.
- Managed creative innovation initiatives aligned with Tubi's growth and acquisition strategy.

## 02 INDUSTRY KNOWLEDGE

Product Design & UI/UX

UX Strategy

Branding

Brand Strategy & Development

Wireframing

Rapid Prototyping

Design Research

## 03 EDUCATION

Purdue University

BS - Computer Graphics Tech.  
2009 - 2013

## 04 RECOGNITION

Case Award Winner

Top Verified Designer on UXCEL

VDCOP Leader at Dialexa