

Nicolas Russo-Larsson - Product / UX / Design

[linkedin.com/in/nicoruslar](https://www.linkedin.com/in/nicoruslar)
nicolasrl.com

949.500.9336
nicoruslar@gmail.com
Los Angeles, CA

I am a digital product designer with strong management skills and a unique ability to balance business objectives and UX. Oh, and as a bonus, I can code front-ends!

I am a mobile-first evangelist and fan of minimum viable process.

Being **thoughtful** and **discerning** are two of my strengths.

Sketch

FramerJS

XMind

Codepen

Periscope Data

Google Analytics - Custom Variables

Github

JIRA

Asana

Creative Cloud

Bootstrap

HTML5

SCSS

CoffeeScript

EXPERIENCE

Product Design Lead

Guff Media | Los Angeles, CA | March 2015 - Present

Guff is a leading data-driven media technology company with a distinct network of highly-visible digital properties. The Guff Network reaches 500+ million people, generates over 1.1 billion content views, and garners 200+ million video views per month. I lead design and manage the products that enable our content creators to create and distribute Guff's stories.

Notable Contributions:

Managed, designed, and built a modular system for guff.com and our website network that balances UX and monetization needs with the ability to display multiple layouts based on the traffic source and goals.

- **Increased average time on-site to over 4 minutes (+88%)** across our publishing network—subsequently increasing content completion, average number of articles consumed, pageviews, and lowering bounce rate to below 40%.
- Worked with Facebook to design optimized, monetization layouts with data-driven UX.
- Delivered a consistent, clean, and scalable UI system with the capability to launch new publishing sites in less than an hour.

Managed requirements and defined the UX for key features of our proprietary CMS and traffic acquisition platform.

- Optimized workflow for managing both in-house and freelance editorial.
- Gathered requirements and defined the flow for our traffic team's acquisition and multivariate advertising tool.

Designed and tested a layout for traffic from Instagram Stories that engaged users for over 3 minutes within the app web-view. Designed multiple native ad units, most notably our Facebook and Yahoo compatible "Native Carousel," which exceeded 4% CTR. Designed and multivariate-tested a mobile bounce unit UI and algorithm, increasing time on-site up to 1 minute. Built Guff's corporate and private investor websites.

UX & UI Designer

Guff Media | Los Angeles, CA | March 2015 - August 2015

Designed two, in-house mobile apps and multiple, experimental prototypes for partners and clients, leading to the creation of Guff's CaaS product "Branded Content Hub."

Co-designed Guff's CaaS product "Branded Content Hub" used by Game of War (Machine Zone), Akon, Kelly Rowland, and Hudson Jeans.

Freelance UX & UI Designer

LessThan3 & Maestro.io | Los Angeles, CA | July 2014 - March 2015

Co-designed Maestro's interactive Twitter feed panel, allowing admins to broadcast fan tweets during live events—most notably used by H&M during their 2015 Spring Fashion Show.

Designed LessThan3's metadata panel, including a flexible information architecture for multiple use-cases.

Market Research Principal

Investor Group Services | Boston, MA | May 2013 - March 2014

Intern Designer

Buffalo Entertainment | Boston, MA | July 2011 - June 2012

EDUCATION

Tufts University 2012

B.A., Cum Laude - Architectural Studies & Entrepreneurial Leadership Studies

Sage Hill School 2008