

PETER NASH

USER EXPERIENCE

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OVERVIEW

Visionary UX and product leader with a passion for creating seamless, scalable, and high-impact digital experiences. Proven track record in leading and scaling UX teams, embedding user-centered design principles into enterprise and SaaS products, and driving innovation through research-driven insights. Adept at aligning business objectives with UX strategy to enhance engagement, accessibility, and product adoption.

SKILLS

Strategy

Scaling UX and UX teams, setting vision, and aligning design with business goals

Design

Sketching, wireframing, interaction design, prototyping, responsive design, design system development and integration

Research

Contextual inquiry, user interviews, usability testing, human factors evaluation, surveys, experimental design, SME collaboration

EDUCATION

George Mason University

Master's in Human Factors and Applied Cognition
Fairfax, VA | December 2012

University of Wisconsin – Eau Claire

Double Major in Psychology, Advertising
Eau Claire, WI | May 2008

EXPERIENCE

UX Director - Dermatic Health

Boston, MA (Remote) | July 2023 – January 2025

- Defined and led UX strategy for an AI-driven SaaS platform, ensuring intuitive, scalable, and high-impact product experiences.
- Established and maintained a design system to streamline UI & improve development efficiency.
- Partnered with executives to align product vision with business growth, investment strategies, and strategic partnerships.

UX Lead - Wolters Kluwer Health

Madison, WI | February 2018 – June 2023

- Led UX strategy for enterprise SaaS solutions, embedding user-centered design principles into AI-powered decision-support tools.
- Spearheaded a high-impact redesign that reduced implementation time by 67% and increased renewal rates to 100%.
- Developed user personas, journey maps, wireframes, and prototypes to drive product vision.

Sr. UX Designer - Wolters Kluwer Health

Madison, WI | March 2017 – February 2018

- Designed and launched a scalable product platform overhaul, optimizing UX across a multi-tenant SaaS ecosystem.
- Led cross-functional collaboration with Product, Engineering, and Marketing to ensure alignment with customer needs.

UX Designer - Wolters Kluwer Health

Madison, WI | April 2015 – March 2017

- Designed workflows that streamlined complex data management and operational processes across industries.
- Conducted in-depth user research and usability testing, improving adoption rates and product usability.

UX Engineer – Brady Corporation

Milwaukee, WI | February 2013 – April 2015

- Designed and launched multiple workplace safety and compliance products, modernizing legacy software into web-based applications.