

Nikki Isaacson

Staff Product Designer



EXPERIENCE

Pattern Staff Product Designer

Jun 2024 – Present

E-commerce growth platform helping brands scale

- Lead design across internal ad strategy, brand health, and performance tools; improved budget adherence from 63% → 83%.
- Introduced Continuous Discovery framework now used org-wide across 3+ product suites.
- Scaled the design team from 1 to 5 across Predict, PXM, and Shelf.

Key Wins:

- Built Destiny product from 0 → launch
- Embedded discovery into 3+ orgs, reducing roadmap risk
- Mentored 5+ designers
- Unified UX patterns and cut redundant features by 30%

BILL (Divvy) – Staff & Senior Product Designer

May 2021 – Jun 2024

Fintech platform global business payments/spend management

Staff Product Designer (Jul 2022 – Jun 2024)

- Led global payments UX across 130+ countries, translating legal complexity into scalable flows.
- Partnered with legal/compliance to uphold evolving regulations without sacrificing UX.

Key Wins:

- Sub-2-min conversion in 130+ countries
- Modular frameworks for compliance + audit
- Legal toolkit standards for edge-case handling

Senior Product Designer (May 2021 – Jul 2022)

- Reimagined onboarding/verification flows to raise completion by 30%
- Introduced ML-powered risk tooling and streamlined doc review

Dental Intelligence – Product Design Manager & Lead

Feb 2020 – May 2021

Analytics and management tools for dental offices

- First design hire: built practice, launched system, grew team to 5.
- Designed dashboards, workflows, and comms tools used by 8,000+ practices.

Key Wins:

- Built “Dental Slingshot” post-COVID
- Integrated post-acquisition tech stack
- Created async-first design culture

Xactware – Product Designer

Mar 2019 – Feb 2020

- Redesigned roof-measurement tool used by adjusters and inspectors
- Created heatmap/observation tooling for internal research ops

Key Wins:

- Improved sketch tool accuracy 2x
- Built insights loop for usage data




Knight-Swift Transportation – Logistics & Ops Leader

May 2011 – Jun 2019

- Started as receptionist at 17, rose to regional ops leader
- Built brokerage org (0 → 17 people), scaled national ops, and led through 2 M&As

Key Wins:

- Created ops playbooks across 3 orgs
- Drove retention and revenue through national strategy
- Trusted for cross-functional scale and team growth

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