

# Nicole Guernsey

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## References

Consistently far exceeds expectations. Product visionary that also drives organizational change. Always leans in. Key thought leader in strategy, craft, PDE operations and go-to person for multiple product teams and surfaces. Partners across the business to improve everything she gets involved in.

Truly embodies the philosophy that design is everywhere and can help everyone. Is able to align difficult stakeholders and make it look easy. Has taken multiple projects that were on fire and not only put the fires out, but transformed the work to be successfully released.

- Direct Manager & Chief Design Officer

Nicole brought this team together to create a visionary pitch... You know how rare it is when I have no notes. It's time to build this future. Whatever we need to do, we're going to make this happen.

- CEO

Her work on the product development lifecycle has been instrumental to positive change here. She truly embodies what it is to be a leader and a change agent. She has a great track record and when she pushes for something, people know it's a good idea and jump on board.

- VP of Engineering

"Nicole has been instrumental in the success of the biggest project Streem has undertaken, to fully rebuild and redesign our core product. She started on her very first day and has lead the design effort ever since. She inherited half finished designs and dug in, asking tons of questions, pushing back on assumptions and evaluating decisions. Nicole worked with the largest engineering team at Streem and kept the designs on track, fielding questions from and giving feedback to developers. This project took over a year from start to finish and is filled with complication, all of which Nicole handled with clarity, strong guidance and integrity.

Building the product is not where Nicole stopped, however. She also created our first product release strategy that she brought to the team and to Streem's leadership. Because of Nicole's leadership and commitment to best practice, we've had a hugely successful release, that both helped our customers transition and also provided a wealth of feedback to the team. This best practice Nicole developed will be a guide to all future product releases at Streem.

Nicole always goes above and beyond, both in her role as PD lead and as a teammate. She is a leader who is thoughtful, kind and driven. She demonstrates all of our house rules. She obsesses over customer problems, making their needs center to her decision making. She is an owner, always striving to a higher standard and taking the initiative. Nicole is a trusted colleague, acting with integrity and honesty. Finally, she does good every day, bringing joy, humor, respect and empathy to our team and Streem as a whole."

- Direct Manager & Head of Product Design

"All I can say is WOW... They [Nicole, 2 direct reports, and motion designer] quickly came together to create a vision video and I'm floored with how quickly they pulled it together and how damn good it is! I'm extremely impressed with the initiative and work on it. It's going to go a long way with [client] to help unlock the engagement in many ways. Thank you for coming together and exuding our culture in all the best ways.

This amazing team pulled together a hugely impressive video for [client] in just days... Nicole lead the charge to update all the flows and UI over the weekend and created the end-to-end screens and storyboard. Great work on an all hands on deck deliverable for a huge customer!

This team is so inspiring and pulled through in huge ways to deliver what felt impossible. Nicole keeps her cool and is an amazingly supportive manager. Breakfast burritos and mac n' cheese for all....plus sleep."

- Anonymous feedback submitted by coworkers

"Applause for [Nicole and my product manager] awesome work pulling the [top-revenue client] engagement together. They've handled the client very well, keeping them engaged and listening to their feedback, while not letting them go totally off the rails.

Plus one to their ability to navigate such a large organization, raise concerns when needed, be leaders in conversations and convey we are experts in the space. Their process has allowed them to deliver a great working environment with that partnership. They just had a big win sharing our UX research. They are handling the [client] engagement gracefully and their attention to detail is incredible. They're amazing!"

- Anonymous feedback submitted by coworkers

"Working with Nicole and watching her advocate for our consumers has been a wonderful experience. Previously, I had worked on [a different product] and did not have much interaction with user experience. After working with Nicole, I learned more about the importance of customers and the motivations behind decisions in our project, which helped the project click more for me. Nicole is always willing to sit down and whiteboard and discuss any ideas, which I have found invaluable throughout the project. She is a champion for user experience, and she makes sure everyone else cares about our users as much as she does!"

- Sr. Engineer

