

Rachel Nizhnikova

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April 2013 - Present

Program Manager II

Microsoft

- Created a comprehensive plan to ship a myriad of rich settings and personalization experiences including themes, colors, sounds, and backgrounds on Windows 10 and led engineering, quality, design, and user research to deliver on that plan
- Defined and led a new direction and strategy for improved personalization experiences on Windows where Windows customer (users, developers, enterprises, and OEMs) can make their Windows device a unique representation of themselves and/or their brand and the design approach is inclusive to meet wants and needs across a spectrum of permanent, temporary, and situational impairments
- Championed many of Microsoft's first open source efforts spanning several teams and disciplines including an [icon font](#), a [text font](#), and the [official Bootstrap theme](#) for Microsoft's modern design language used in a majority of Microsoft web properties (e.g. xbox.com and microsoftstore.com) that yield billions of dollars in sales annually
- Authored specifications and had responsibility for the implementations Windows 10 personalization features and Windows 10 controls and design patterns
- Drove cross-company and cross-discipline decisions to ship Windows personalization features using qualitative and quantitative data from Windows Insiders (~3 million users) telemetry, usability studies, and social media
- Oversaw the design, development, and initial launch of Azure based external sites [buildwinjs.com](#) and [try.buildwinjs.com](#) under tight deadlines and budgets for the April 2014 //build/ conference. Negotiated contracts and managed relationship of external design agency and internal teams.
- Organized focus groups to collect and present feedback from Windows web app authors, web developers, and designers
- Authored a blog post '[WinJS Everywhere](#)' on the Windows blog announcing the WinJS 3.0 release

July 2012 - April 2013

UX/UI Designer

Quant5

- Designed and maintained the front end of the Quant5 SaaS application featuring data visualizations driven by predictive analytics technologies
- Wireframed and prototyped a self-serve extract, transform, load (ETL) tool in Omnigraffle and jQuery that allows users to manipulate data
- Worked with stakeholders to improve the information architecture and design of the public-facing site and SaaS application
- Created visual representations of critical concepts related to business strategy to enhance understanding

January 2012

Boston University School of Management

Bachelor of Science in Business Administration (BSBA)
Concentration in Marketing