Nik Jeleniauskas

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UX/UI Designer, **Developer**, and creative **polymath** with 10+ years of experience building esports, entertainment, and social products. I'm committed to building products holistically, working collaboratively, and ensuring they are accessible from the ground up.

Experience

Product Designer | Team Liquid   **2019–22**

- Led the end-to-end design of Liquid+ growing to 100,000+ users in its first year (with 99% retention), increasing athlete engagement up to 150%, and generating new partnerships and revenue streams.
- Led the initial design of the messaging system for Liquid+, working closely with leadership, CRM, and content to build a consistent, and efficient multi-channel strategy.
- Created and facilitated user testing with wireframes, mockups, and prototypes improving adoption and usability for Liquid+.
- Created and maintained design systems, reducing design-to-development time by 75% or more, and improving product quality and sustainability for Liquid+ and Liquipedia.
- Led accessibility work at the organization through individual contribution and mentorship, achieving WCAG AA–AAA conformance or better.
- Established several operational workflows that improved collaboration and quality of work for creative, product, and content teams.

UX/UI Designer and Developer | Team Liquid   **2015–19**

- Led the qualitative and quantitative research for the redesign of TL.net. Insights from interviews and analytics helped craft a bold vision/strategy for the project.
- Redesigned Liquipedia's colors, reducing complexity by 35%, achieving WCAG conformance, and significantly improving adoption by editors.
- Led the design and development of digital marketing websites, increasing brand awareness, reach, and fan engagement.

Web Designer, Developer, and Graphic Designer | Team Liquid   **2012–15**

- Redesigned the mobile experience for Team Liquid's community websites, improving usage by over 200% in its first year alone.
- Led the redesign of the Team Liquid logo, significantly improving its visual impact, flexibility, and ease of use.

UX/UI Designer and Developer | Eastman Audio Research Studio   **2016–17**

- Developed the overall product strategy with the director. Final product helped increase engagement in events and services by up to 100%.
- Improved task success rates and resource usage via usability tests with enrolled students.
- Designed a new visual identity for the studio in collaboration with the director improving the ease of use and impact of visual materials.

Skills

Craft: Interaction Design, Accessibility (WCAG, ARIA, Assistive Technologies), Information Architecture, Design Systems, Wireframing, Prototyping, Motion Design, Typography, Semiotics, Content Writing, Audio/Video Production

Strategy: 0–1 Development, Systems Thinking, Roadmapping, Prioritization, Market Research, Stakeholder Management

Collaboration: Public Speaking, Mentorship, Facilitation, Product Operations, Documentation, Agile, Scrum

Technical Skills: HTML, CSS, JS, PHP, Git

Research: User Interviews, Surveys, Usability Testing, Thematic/Behavioral Analysis, Journey/Behavioral Mapping

Tools

Pen and Paper, Figma, Adobe Suite, Affinity Suite, DaVinci Resolve, Blender, Whimsical, Miro, Notion, NVDA, IDEs, Unix Shell, Audio Synthesis tools (Max, SuperCollider, etc…)

Education

Master of Music   **Bachelor of Music**
Indiana University   Syracuse University