

# Nik Jeleniauskas

Product Designer, Developer, Educator, and Polymath

## Work Experience

### Team Liquid

#### Product Designer, 2019–22

- Led the end-to-end design of Liquid+ gaining 100,000+ users with 99% retention in its first year, increasing athlete engagement up to 150%, and generating new partnerships and revenue streams.
- Collaborated with leadership and product teams to deliver product strategies and develop requirements, ensuring work was consistent and impactful.
- Created and facilitated user testing with wireframes, mockups, and prototypes testing hypotheses and improving feature usability.
- 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, achieving WCAG AA–AAA conformance or better.
- Created several Design Ops practices improving cross-functional collaboration and quality of work for creative, product, and content teams.

#### Product Designer and Developer, 2015–19

- Created and executed qualitative research for the redesign of TL.net. Insights created a clear vision and strategy for the project.
- Redesigning Liquipedia's colors, reducing complexity by 35% and meeting WCAG AA compliance.
- Helped establish the hiring process for front-end developers, creating skills assessments and participating in interview panels.

#### Web Designer, Developer, and Graphic Designer, 2012–15

- Redesigning Team Liquid's community websites, improving mobile usage by 200%.
- Led the redesign of the Team Liquid logo, significantly improving its visual impact, flexibility, and ease of use.

### Eastman Audio Research Studio (EARS)

#### Product Designer and Developer, 2016–17

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

## Contact

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## Teaching

### Building a Web Presence

Taught a 14-week course for the Institute for Music Leadership helping two cohorts develop the knowledge, tools, and skills needed to build a successful digital presence.

### Intro to Product Design

Led a series of classes created at Team Liquid helping designers learn the disciplines and skills needed to become a successful product designer.

## Skills

Accessibility (WCAG, ARIA)

Information Architecture

Interaction Design

Design Systems

Typography

Motion Design

User Research

Semiotics

Prototyping

Content Writing

Design Thinking

Design Ops

HTML, CSS, JavaScript, PHP

Git

Agile, Scrum

## Education

### PhD, Composition (ongoing)

Eastman School of Music

### MM, Composition

Jacobs School of Music

### BM, Composition

Setnor School of Music