

Nicole Pritchard

Design Executive | Experience Design, Agentic Commerce, AI Products

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SUMMARY

Design executive with 15+ years leading experience design for commerce, consumer health, and social platforms at Gap Inc., Amazon, Instagram, and GoodRx. Has led organizations of 40+ across product design, research, content, creative, and design systems, including managers of managers. Partners with CPOs, CMOs, and category GMs on strategy, roadmap, and investment decisions. Results include about \$30M in incremental revenue, a 13% lift in engagement and retention, and a membership checkout cut from 3 minutes to under 30 seconds. Most recently designed a zero-to-one AI virtual try-on product and an AI stylist agent. Leads at the org level and still builds the work.

EXPERIENCE

SPREEAI | Consulting Head of Design and Research

2026

AI fashion tech platform with AI-powered virtual try-on for shoppers and retail partners.

- Led a zero-to-one virtual try-on product from concept to MVP, scoped around one customer need: seeing garments on her own body from her own photo.
- Designed the conversation flows and persona for an AI stylist agent that asks shoppers questions and recommends pieces, and wrote its system prompt, including tone, terminology, and guardrails for sizing, body-related language, and failed photo uploads.
- Drove the demo site launch across design and engineering, set launch-readiness criteria, and shipped fast follows after launch.
- Built the product team into an AI-proficient cross-functional group, shortening the path from concept to working prototype.
- Led accessibility audits and standards for the product.

Gap Inc. | VP, Experience Design

2025-2026

Gap, Old Navy, Banana Republic, and Athleta.

- Led 40+ designers and design operations across four brands, spanning web, app, and store-connected experiences.
- Defined the omni strategy for all four brands. Leadership adopted it, chose Athleta as the pilot brand, and formed a steering committee.
- Redesigned membership checkout, cutting peak flow time from 3 minutes to under 30 seconds.
- Directed cross-brand checkout and friction reduction programs that produced about \$30M in incremental revenue and a 10% conversion lift.
- Built a scalable design system that sped delivery by about 30%, and set up governance forums that raised NPS 2 points year over year.
- Managed agency partners per brand (Enjoy the Weather, Invisible Dynamics, Pattern), setting visual direction, UX standards, and accessibility compliance.

Amazon | Head of Design, Beauty, Creators and Discovery

2023-2025

- Led UX and creative direction for Beauty, Creators, and Seasonal Events across key discovery surfaces at global scale, with teams in the U.S., Europe, Asia, and Canada.
- Served as senior counterpart to category GMs and to product, engineering, and marketing leadership on strategy and roadmap.
- Built Beauty customer segmentation work to set experience priorities, and led brand partner programs including Premium Brand Stores.
- Designed reusable campaign modules for Prime Day and seasonal events that cut time to launch.
- Directly managed creative directors and visual and communication designers on the Creators team.

Instagram | Director of Product Design, Shopping and SMBs

2022-2023

- Set vision, strategy, and execution for a revenue-driving product area across Shopping and SMBs on native and web.
- Led design for publishing flows that let SMB owners boost posts into ads.
- Supported senior ICs and managers across Shopping, eCommerce, Ads, and Monetization.
- Ran experiments that raised shopping engagement about 10%.

GoodRx | VP, Product Design

2020-2022

Public consumer health platform with subscriptions and telehealth.

- Grew the design organization from 10 to 40 across product design, quantitative and qualitative research, content design, systems design, and editorial design.
- Partnered with the CPO on product strategy, roadmap, and investment decisions across web, app, subscriptions, and telehealth.
- Introduced a KPI framework and experimentation practice that increased engagement and retention 13%.
- Partnered with the CMO on a rebrand that consolidated four brands into one brand system.
- Directly managed creative directors and visual and communication designers on the editorial and online publishing team.

SKILLS

- **Design leadership:** org building, leading managers of managers, hiring, design systems, design operations, agency management
- **Strategy:** product vision, omnichannel strategy, roadmapping, executive alignment, success metrics
- **AI:** conversation design, agent personas, system prompts, AI product development, AI-native team workflows
- **Commerce and growth:** checkout, membership and subscriptions, ads and monetization, experimentation
- **Craft:** UX writing, creative direction, research, accessibility

SPEAKING

- **Fashionology** and **Parsons School of Design** (2026): AI trends in fashion and how virtual try-on helps brands reach new customers

EDUCATION

- MA, Industrial and Product Design, Savannah College of Art and Design
- BA, Art History, The College of Wooster