# Nick Gassmann

Senior User Experience Designer & Senior Website Manager

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UX designer and website manager at The Harker School since 2004. I run design and content strategy for Harker's Finalsite and WordPress sites, and I oversee the school's enterprise Claude rollout, including the AI tools our communications office now works with.

## Experience

### Senior User Experience Designer & Senior Website Manager

The Harker School, Office of Communication · June 2009 to present

- Lead design direction for harker.org, as well as internal portals for parents, students, staff and alumni, resources and news sites.
- Raised harker.org's accessibility score from 15 to 89 by fixing the shared theme and scripts behind all 69 pages, with AI agents as developers.
- Rebuilt the constituent portals around user tasks, raising task success from 65% to above 80%.
- Run an email builder tool that I designed, which the school uses to prep about 150 emails a year that are sent to families, staff and alumni.
- Administer Harker's WordPress installs, handling patching, backups, hosting and theme work, and manage Finalsite.
- Oversee Harker's enterprise Claude deployment and its usage analytics, down to per-user consumption and model mix.
- Built AI tools the communications team uses: a website audit skill that checks pages against Harker's content strategy, house style guide and accessibility standards, and a work record skill colleagues use to track tasks and log their work.
- Wrote Harker's reusable web project lifecycle process, covering discovery through post-launch for Finalsite and WordPress projects.
- Copy edit web content against Harker's content strategy and house style.
- Get faculty, staff and school leadership to agree on project requirements before design starts.
- Plan and run user research, including stakeholder interviews, usability tests and card sorts, and turn findings into design changes.

## Tools I built for Harker

**Email campaign builder**

Harker's campaign tool since 2016. Cut custom email builds from hours to minutes. Rebuilt its 1,400-email archive in 2026 with AI coding agents.

**Document and resource library**

Harker's main library for forms and lunch menus, with separate searchable libraries for parents and staff. More than 140,000 downloads.

## Skills

**UX and design**
Design systems, wireframes, prototypes, information architecture, personas, accessible and responsive design

**Research**
Stakeholder interviews, usability testing, card sorting, analytics

**Content**
Content strategy, AP and house style editing

**Platforms**
Finalsite Composer and portals, WordPress administration, email marketing tools

**AI and development**
Claude enterprise admin, Claude skills, Claude Code, iOS prototyping, front-end basics

**Leadership**
Project management, hiring and mentoring web staff, directing AI coding agents

## Certification

**UX Certificate, UX Management Specialty**
Nielsen Norman Group, May 2017

## Community

**Little League**
Coach and manager for 15 years, plus board member and board president

**Nick Gassmann** nickgassmann.com

## Earlier roles at Harker

### User Experience Designer & Website Manager

June 2006 to June 2009

- Launched Harker's social media accounts as a new channel to families and the wider community.
- Delivered cross-platform designs for the portals, the institutional website and content management systems.
- Planned and ran qualitative and quantitative user research and usability tests.
- Designed and built responsive email campaigns sent through several delivery platforms.

### Web Generalist

May 2004 to June 2006

- Produced web pages and assets in several content management systems with cross-disciplinary teams.
- Designed web pages and ad campaigns that drove traffic to priority areas of the site.

## Independent projects

### SeatSpy, iPhone and Android app

2026

- Designed a player-profiling study app for live poker and built it with Claude, going from MVP to TestFlight in five days. Now at version 1.4 in public beta on iOS and Android, with player-type training, equity and ICM calculators, and saved ranges. seatspy.app

### Design Inspiration Board, web app

2026

- A screenshot library for design references. It reads the style, palette and layout from each image and combines references into one design brief.

## Awards

**2015 MarCom Platinum**
harker.org redesign for prospective families. Set a new content strategy and rebuilt the site's content and information architecture, raising admission conversions 18% and visits to admission pages 29%.

**2013 MarCom Gold and CASE Bronze**
Harker's first responsive site, for the new preschool, showing prospective families how play-based learning works there.

**2011 CASE Bronze and AVA Gold**
news.harker.org redesign, restructured so current families find relevant stories faster.