

Nicholas Cottrell

Products. Systems. Embeddings.

I build across brand, product, and generative systems: identity, interface, and infrastructure treated as one chassis. Embeddings and design tokens are primitives of the same kind. What I ship is the layer other people build on.

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PROFESSIONAL EXPERIENCE

Principal Operator — 3DMATH

Present - Gen AI tuning / Media Pipelines / Lab Work

- Prototyped command-line and dashboard interfaces for data pipelines and workflow orchestration.
- Developed symbolic schemas and system maps to visualize model behavior and dependencies.
- Advise engineering teams and startups on infrastructure UX and internal tool usability.
- Build prototypes for spatial interfaces that include augmented reality and brain computer interface.

Senior Product Designer — Kantata (formerly Mavenlink)

2019 – 2025

- Led UX for enterprise-scale resource and workflow systems supporting global engineering and delivery teams.
- Designed Kantata Boards, a modular visualization framework for managing complex data relationships and dependencies.
- Drove extensibility patterns and interaction models used across multiple internal tools.
- Collaborated with engineering on component governance, performance dashboards, and monitoring UX.
- Simplified permissioning and onboarding flows for large-scale system administration.
- Partnered across design and platform teams to unify navigation, data visualization, and system health reporting.

Senior UX Designer / Prototyper — Meta Augmented Reality (Meta View)

2017 – 2018

- Collaborated with neuroscience and engineering teams to design productivity tools for spatial computing infrastructure, focusing on clarity, stability, and feedback at scale.
- Co-authored patent US20210225084A1 for spatial UI design.

Interaction Designer — AltspaceVR (acquired by Microsoft)

Jan 2016 – Aug 2017

- Led UX for multi-platform social systems across VR, desktop, and mobile, designing interfaces that scaled across devices and network conditions.

Web UX Lead — BitTorrent Inc.

2010 – 2014

- Worked on foundational distributed technology systems.

EDUCATION & CERTIFICATIONS

AWS Certified Cloud Practitioner —

Amazon Web Services

Valid 2025 – 2028

Validation ID: fb594a8c66db4478bceffec3510bf169

<https://aws.amazon.com/verification>

Systems Design Certification

Cornell University

BA Graphic Design

San Diego State University

VR Developer Nanodegree

Udacity

Cert. Scrum Product Owner (SCPO)

Scrum Alliance

SKILLS

Infrastructure UX &
Developer Tools

Data Visualization &
Monitoring

Design Systems
Leadership

Platform Governance

Cross-Functional
Collaboration

Cloud & Service
Architecture Literacy
(AWS Certified)