

# Natalie Rutiezer

UX/UI Designer + Ethnographer

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## UX/UI Work

- 4/2017-present **BrightCrowd**  
Website | Contract UX Designer and UX Researcher  
- Work closely with founders, developers, and product manager to create iterative designs based on user research.  
- Helped redesign onboarding experience, search bar functionality and flow, post flow and more.
- 1/2017-4/2017 **Shuffle**  
iOS App Design & Prototyping | Contract UX Designer  
- Worked with founders to conduct user research and conceptualize iOS app
- 12/2016 **The Guild**  
Website | Contract UX Designer for The Guild, a women's networking startup  
- Worked with business stakeholders to define product intent and design through iterative user testing  
- Conducted usability testing, creating user flows, sketches, wireframes and clickable prototypes
- 10/2016-12/2016 **Open Justice**  
Website Redesign | Freelance Project for the California Department of Justice  
- Conducted competitive research, usability tests, analytics analysis  
- Worked closely with developers, data analysts, and content writers  
- Deliverables included heuristic evaluation of current site, SEO recommendations, site map, wireframes

## Other Work Experience

- 2011-2016 **Graphic Design & Web Development**  
- Worked with 30+ clients to help them with their graphic & web design, web development, content strategy, UX and branding needs
- 2015-16 **Dance Ethnographer** UC Berkeley, HAAS Scholar  
Received a grant to travel to Tajikistan to conduct research, interviews, contextual inquiries and practice dance for an ethnographic study on Tajik dance.

## Education

- 2016 UX Design Immersive 10-week Course General Assembly SF
- 2014-16 BA Near Eastern Studies (Anthropology focus) UC Berkeley  
Minor: Dance Studies GPA: 3.8

## Tools

Sketch App  
Invision  
Zeplin  
Marvel  
Axure  
Photoshop  
Illustrator  
HTML/CSS  
Basic JavaScript  
Keynote  
MixPanel Analytics  
Google Analytics

## Skills

Wireframing  
Prototyping  
Affinity Mapping  
Sketching  
Information Architecture  
Competitive Analysis  
Contextual Inquiry  
Heuristic Evaluation  
Surveys  
Personas  
Storyboards  
User Research  
User Interviews  
User & Site Flows

## Awards/Honors

- 2016 UC Berkeley Mask & Dagger Memorial Prize for Extraordinary Contributions
- 2015-16 UC Berkeley HAAS Scholar Award Dance Ethnography project in Tajikistan
- 2015 US Dept of State Critical Language Scholarship Persian Language
- 2015 UC Berkeley FLAS Grant