

Natalie Rutiezer

Product Designer + Ethnographer

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Work Experience

- 2017 - present **Viewpost** (Acquired by AvidXchange 11/17)
UX Designer
- Collaborate closely with design team, product managers and developers to create a more seamless invoicing and payments experience
 - Implement and lead usability research to inform and direct design decisions
 - Lead team building exercises with the larger team (including PM's, QA, and FE engineers) to promote collaboration and morale
- 2016 - 2017 **BrightCrowd**
Lead Product Designer & Researcher (Contract)
- Worked as sole UX Designer, owned all research, UX, and informed UI
 - Created user research system, maintained component libraries
 - Led redesign of onboarding experience which increased the conversion rate by over 120%
- UX/UI Designer (Consultant)
- Consulted on the marketing website, internal site, and brand creation to inform product direction
- 2016 **California Department of Justice - Open Justice**
UX Designer (Educational project evolved into Contract)
- Redesigned website which led to a decrease in bounce rate and an increase in user activity
 - Collaborated with developers, data analysts, and content writers to simplify the presentation of complex data systems to a varied user base
- 2016 **Shuffle**
UX/UI Designer (Internship)
- Collaborated with founders to conduct user research and conceptualize iOS app
 - Created and maintained design components library
- 2011 - present **Natalie's Creative**
UX, Visual Design & Research
- Worked with 30+ clients (startups and small companies) including The Guild, Nava, Afsaneh Arts non-profit and more
 - Helped clients with their visual & web design, UX, Research, web development, content strategy, and branding needs

Tools

Sketch App
Invision
Zeplin
Flinto
Axure
Photoshop
Illustrator
HTML/CSS
Keynote
MixPanel Analytics
Google Analytics

Skills

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

Awards/Certificates

2016 UX Design Certificate
General Assembly
10-week Immersive

2016 UC Berkeley
Mask & Dagger Memorial
Prize for Extraordinary Contributions

2015-16 UC Berkeley
HAAS Scholar Award
For Ethnographic research

2015 US Dept of State
CLS - *Persian*

2015 UC Berkeley
FLAS Grant

Education

- 2016 BA Cultural Anthropology UC Berkeley
- HAAS Scholar for ethnographic research
- 2011 AA Multimedia Arts Web Design & Production Berkeley City College