

# Natalie Rutiezer

Product Designer + Ethnographer

www.natalierutiezer.com | natalie.rutiezer@gmail.com | (510) 666-7433



## Work Experience

- 2018 **PointOne Digital**  
UX Designer (Contract)  
- Lead UX designer for John F Kennedy University website redesign  
- UX Designer for C1 Credit Union Mobile App creation
- 2017 **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 - **BrightCrowd**  
2017 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
- 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 - **Natalie's Creative**  
present UX, Content Strategy, Visual Design & Research  
- Worked with 30+ clients (startups and small companies) including The Guild, Nava, Afsaneh Arts non-profit and more

## Tools

Sketch App  
Invision  
Zeplin  
Flinto  
Axure  
Photoshop  
Illustrator  
Basic 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*

## Education

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

2015 US Dept of State  
CLS - *Persian*

2015 UC Berkeley  
FLAS Grant