



Natasha Nanda

UX Designer

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Design Projects

UX Designer (Contract) / GNOCC

Jan 2021 - Present (Remote)

Complete user research to revamp information architecture. Perform market analysis. Redesign and create low, mid, or high fidelity prototypes for existing website. and based on individual consumers request. Perform daily graphic design needs.

UX/UI Designer (Contract) / Atlanta Beagle Rescue

Oct 2020 - Dec 2020 (Remote)

Led redesign to modernize ABR's current website to a responsive web design. Researched and identified user frustrations, performed usability evaluation and created low to high fidelity prototypes, presented and provided development assets and new style guidelines to stakeholders.

Work Experience

UX & Marketing Specialist / EIS

Dec 2019 - April 2020 (Atlanta, GA)

Created content strategy, designed user experience touch points, and prototyped to provide consistent cross company collateral for stakeholders. Developed interaction design for website campaigns which led to a 13% increase in new consumer interactions. Redesigned and iterated EIS website based on user research and google analytics data which decreased user drop off by 5%.

Media Manager / 360i

Sept 2019 - Oct 2019 (Atlanta, GA)

Owned and managed digital marketing product launches for Soma Intimates. Recommended clear differentiated visual design and copy for promotional materials to focus on user centric initiatives during highest ROI portion of the year. Developed YOY campaign analysis and provided objectives for brand communication and brand vision for short and long-term success.

Digital/UX Analyst / Rentpath

June 2018 - August 2019 (Atlanta, GA)

Led 74 social and search client accounts which increased average lead generation. Consulted on and refined user journey on stakeholder websites to enhance digital marketing, and SEO practices. Built stage gate development matrix to redesign and define objectives, brand positioning, product web pages, and create new information architecture. Influenced branding initiatives by identifying and targeting potential client motivations with extensive quantitative and qualitative user research process.

Summary

Graduate of Georgia Institute of Technology and entrepreneurially spirited UX/UI Designer with a track record of success through marketing and website redesign. Seamless collaboration with front end developers through agile driven projects with stakeholders interests in mind. Strong communication skills and creative process coupled with up to date knowledge of UX research processes. Brand oriented and consumer minded. Able to take ideas to fully realized prototypes.

Education

Georgia Institute Of Technology

UI/UX Bootcamp - Certificate

University Of Georgia

B.A. Marketing
Cum Laude 3.74

Skills

Prototyping
Interaction Design
User Flows
Wireframing
Usability Testing
Visual Design
Branding
Copywriting
Content Strategy
Storyboarding
Information Architecture

Tools

Adobe XD
Figma
Adobe Indesign
Invision
Agile Processes
Basic CSS/HTML
Photoshop