

# Natalie Crook

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Multi-disciplinary designer with 3+ years of visual design and UX/UI design expertise. Created and shipped a foundational web interface and advertising for a startup within one month. Increased growth partnerships with rigorous user research. A passionate yogi, painter and athlete.

## Experience

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### **Datalign Advisory**, Cambridge, MA (Hybrid) — *UX/UI Designer*

JULY 2023 - PRESENT

Work closely with product managers to A/B test new features and conducting user research through interviews and surveys. Coordinated front-end web design implementation and QA with engineering in GitHub and Unbounce. Self managed tasks and epics on a sprint cadence on Jira. Developed foundational design environment in Figma and Confluence.

### **Minerva Analytics**, Cambridge, MA (Remote) — *UX/UI Designer*

MARCH 2022 - JULY 2023

Developed Figma design systems for Minerva and its media brands team to adapt to business needs. Facilitated the creation of media kits, case studies, and other documentation used in partnership and investor acquisition. Conducted user surveys and leveraged analytics for A/B testing.

### **DentalQore**, American Fork, UT (Remote) — *Web Designer*

DECEMBER 2020 - MARCH 2022

Created high-fidelity web/mobile products based on user feedback and brand identity. Collaborated with clients through Figma prototyping and tested with engineering. Defined complex problems and conceptualized original, inventive brand ideas.

### **Miller Media Communications**, Park City, UT (Remote) — *Partner Graphic Designer*

MAY 2020 - DECEMBER 2020

Timely developed and presented briefs, stylescapes, research, and final products directly with clients. Collaborated with a core team to deliver a seasonal non-profit campaign experience.

## Education

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### **University of Utah**, Salt Lake City, UT — *B.S. in Multi-Disciplinary Design*

THE COLLEGE OF ARCHITECTURE & PLANNING FALL 2015 - MAY 2020

Completed 4 semester-long design theses exploring speculative, environmental, digital and physical artifacts focused on human & environment interaction.

## Skills

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Figma | Sketch | Jira | Adobe Creative Suite | HTML 5/CSS 3 | Confluence | Wordpress | VS Code