



natalie kay

design experience

Senior Product Designer | Snag, Glen Allen, Va. | 2014-present

- Research - conducting discovery & usability tests.
- Design - Translating discovery and testing findings into prototypes and fully executed interface designs. Visualizing user flows through wireframes and journey maps.
- Maintenance - Creating guidelines and establishing a holistic living style guide that reflects brand standards & promotes best practices.
- Collaboration - Working with researchers, product managers and front end developers as part of multiple core teams.

Web Designer | Salem Web Network, Richmond, Va. | 2011-2014

Served as lead web designer for Salem Church Product Division's 12 Brands. Responsible for redesigning and updating websites, creating and coding emails, and designing print & web marketing.

Graphic Designer | Astute Technology, Reston, Va. | 2010-2011

Clients include American Society of Microbiology, US Department of Health and Human Services, and American Heart Association. Responsible for designing and coding websites and creating print & web marketing materials for customers.

Freelancer Designer 2008-present

Clients include Geoffrey Beene Gives Back, Whistling & Co., One Source Electric, and Obsessed Artist. Responsibilities vary by client.

Instructor | Visual Art Center, Richmond, Va. | 2012-present

Teaching workshops & multi week courses about Calligraphy and Letterpress. Responsible for class content, educating students on design principles and techniques, and informing the best practices for each subject.

skills

- **UX Design** -Wireframing / Personas / Interaction design / User flows / Journey maps / Prototyping
- **Visual Design** - UI / Hand & digital illustration / Icons / Typography / Grid systems / Pattern libraries
- **Research** - Usability & Discovery
- **Coding** - HTML & CSS

tools

Sketch App / InVision / Balsamiq / Adobe CC / Microsoft Office / Google Apps / Usertesting / Ethnio / Visual Studio

methodologies

Scrum / Agile / Lean UX

education

BFA Graphic Design, Honors Cum Laude
James Madison University May 2010

training

How to Create Products Customers Love
Workshop Silicon Valley Product Group

Org Design for Design Orgs
Workshop Peter Merholz

Passionate Product Ownership
Workshop Jeff Patton

Product Discovery Coaching
12 Weeks Teresa Torres



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