

NATALIE FORMAN

720-936-8703 | natalie.forman@gmail.com | natalieforman.com

EXPERIENCE

Industry Dive, Washington, DC

Senior Product Designer | September 2019 – Present

Product Designer | December 2018 – September 2019

- Conduct UX research through user interviews, stakeholder workshops and data aggregation to refine project requirements and determine next steps.
- Design mockups for new product features and annotate them for engineering handoff. Iterate on designs based on team critiques and stakeholder feedback.
- Create a design system by defining components, writing documentation and technical implementation. Establish an internal site to ease collaboration between the engineering and design team.
- Plan and facilitate workshops with senior executives to define product strategy.

Front-End Designer | May 2017 – December 2018

Front-End Design Intern | May 2016 – August 2016

- Conducted UX interviews and analyzed results to inform stakeholder decisions and created static mockups for proposed solutions.
- Implemented front-end mock-ups using HTML5, Sass and JavaScript best practices.
- Designed and coded email templates sent to thousands of readers on behalf of Fortune-100 clients. The average email file size was reduced by 33%.
- Led UX interviews with C-suite and director-level staff to redesign an internal subscriber data tool.
- Increased performance of multiple sites by responsively serving images.
- Communicated with multi-disciplinary teams of developers, designers, project managers, and stakeholders on a daily basis.

Center for Teaching, Research and Learning, American University, Washington, DC

Graphic and Web Design Specialist | January 2016 – May 2017

- Designed print collateral for conferences of over four hundred people.
- Developed logos and advertising materials for programs targeted at over eight hundred faculty members.
- Increased traffic to website through page optimization and banner image design.

NASDAQ, Rockville, MD

Nasdaq.com Web Design Intern | May 2015 – August 2015

- Created HTML mock-ups of pages as well as redesigned and coded already existing web-pages for a site that reaches millions of people a year.
- Implemented third-party JavaScript widgets and revised them to be consistent with the website design and company brand.
- Critiqued and redesigned the CSS Style Guide and developed a consistent, clean style.

EDUCATION

American University, College of Arts and Sciences

Washington, DC

BS Computer Science

BA Graphic Design

Minor Mathematics

GPA: 3.93, University Honors Program

SKILLS

UX Design

- User research
- Information architecture
- Workshop facilitation
- Prototyping
- Wireframing
- Documentation

UI Design

- Visual design
- High-fidelity mockups
- Interaction design

Front-End Development

- JavaScript, jQuery
- HTML5
- CSS3, SASS
- Github