

# Natalie Natthisa Sroisudaratna

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Detail-Oriented UX/UI Product Designer adept in UX research, visual design, responsive design, and marketing. Committed to delivering intuitive, impactful, and user-centric experiences

## EDUCATION

*MS In Human Computer Interaction / DePaul University, Chicago, IL*

*June 2023*

*BA In Photography / Columbia College Chicago, Chicago, IL*

*May 2019*

## SKILLS

### *Technical*

UX/UI Design, UX Research, Visual Design, Information Architecture, Wireframe & Prototype, Usability Test & Evaluation, Accessibility Design, Responsive Design, Analytics & Data Analysis, Social Media Marketing, HTML, CSS, Bootstrap, Writing, Digital & Analog Photography, Photo-Editing, Product Styling, Photography Lighting

### *Software*

Adobe Creative Suite, Figma, Azure, Visual Studio Code, Miro, RStudio, Google Suite, Microsoft Suite

## WORK EXPERIENCE

*Volunteer UX/UI Designer / Rebecca Everlene Trust Company, Chicago, IL*

*07/2023 - Present*

- Working with a team of 5 UX/UI Designers to design the responsive prototype for College ASPECTS platform, providing high school students access to a reference database from 453 colleges and universities for higher education and employment opportunities with tuition reimbursement
- Conducting rigorous usability testing, evaluating the test data to iteratively refine and enhance the prototype
- Coordinating with the team of engineers to integrate design elements and construct the final product

*Social Media Manager / Learn Scuba Chicago, Chicago, IL*

*04/2020 - 02/2021*

- Managed social media marketing strategy, including content planning, photography, videography, graphic design, and implementation on social media platforms, enhancing brand visibility
- Worked in conjunction with the marketing team to optimize the brand's marketing initiatives and drive sales
- Led a team of 3 UX designers in conducting user research and usability evaluation for the company site
- Developed prototypes to strategize and plan the redesign of the main website and e-commerce site, focusing on streamlining online sales for merchants and effectively communicating the brand's value proposition to customers

## UX DESIGN PROJECT

*UX/UI Designer & Marketing Strategist / Choose Adventure, Chicago, IL*

*01/2023 - 03/2023*

- Conducted market research and analysis to refine the value proposition and business model for future mobile application development
- Developed a UX strategy to address industry shortcomings and cater to diverse user needs
- Utilized a low-fidelity prototype for iterative improvements and gathered user feedback
- Created an effective marketing strategy to promote the brand

*UX Researcher & Accessibility Evaluator/ YouTube, Chicago, IL*

*10/2022 - 12/2022*

- Coordinated efforts with a team of UX designers to conduct a usability evaluation and test of YouTube's 'Shorts' feature
- Assessed interface design, screen reader navigation, content presentation, and interactive elements
- Identified accessibility challenges, provided recommendations, and implemented inclusive design principles to empathize with and enhance accessibility for users who are blind or visually impaired

*UX/UI Designer/ Urban Summit, Chicago, IL*

*09/2021 - 11/2021*

- Collaborated with a team of UX designers to implement a structured design approach, developing a user-centric mobile and smartwatch application
- Showcased iterative prototype development from initial sketches and wireframes to refined concepts
- Incorporated creative visual design elements to prioritize both aesthetics and accessibility
- Employed personas and a narrative digital prototype to visualize design flow and functionality
- Conducted usability tests and refined prototypes based on user feedback

*UX Researcher & Data Analytic/ Happify, Chicago, IL*

*09/2021 - 11/2021*

- Combined expertise with a team of UX designers to analyze and evaluate usability issues that impacted user engagement on the application and website
- Performed data analytics on research results to analyze and evaluate usability issues
- Provided actionable recommendations aimed at improving the overall user experience and enhancing long-term user engagement

## **V O L U N T E E R   E X P E R I E N C E**

*River Ranger / Urban River, Chicago, IL*

*2023 - Present*

- Contribute to the conservation of the Chicago River by remove trash, reporting on plant health and wildlife sightings, maintaining gardens, and supporting research on water quality and aquatic life

*Portrait Photographer/ Celebrate Women World, International*

*2020 - Present*

- Manages photoshoot, including crew, talent, and studio setup
- Captures, enhances, and prepares high-quality images for print and online publication
- Chosen as cover image for a 2020 publication on International Women's Day publications worldwide

*Divemaster Candidate / Learn Scuba Chicago, Chicago, IL*

*2019 - 2021*

- Provided scuba diving education to the public and youth
- Assisted as an adaptive diving buddy to provide scuba diving experiences for individuals with disabilities
- Promoted underwater ecosystem conservation and education within the community

*Student Assistant / FLAG International, Kalamazoo, MI*

*Summer 2015*

- Provided guidance and assisted non-native English speaker students in improving language during the English and cultural exchange summer camp program
- Organized activities promoting cultural exchange and facilitated discussions to foster respect and appreciation for diversity
- Collaborated with staff for program planning, ensuring a positive and enriching experience for all participants