

Natalie Braun

UI/UX Designer

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Consumer Cellular, **UI/UX Designer**

May 2021-Present

- Created the first public site design system and successful E-commerce redesign. Collaborating with key marketing stakeholders and working closely with the development teams to ensure usability and accessibility standards.
- Omnichannel digital UI/UX design; lead designer for internal customer experience portion: Retail POS, Internal Shopping, Customer Management.
- Partner with Product Owners, Developers, Stakeholders, Leadership to ensure a quality solution across all channels.

AltSource, **UX Designer**

October 2019-May 2021

- Implementing product KPI's and product funnel schema within internal applications in order to capture business intelligence on high priority funnels.
- Owned UI/UX for the company's biggest client (Consumer Cellular) within the Customer Management application while collaborating with other internal team members to execute on cross-team projects.
- Collaborated with other designers to shape work processes and implement user research initiatives.

Codal, **Junior UX Designer**

April 2019-September 2019

- Research and discovery projects executed all the way to final design.
- Conducted user interviews, stakeholder workshops, and presented research synthesis to clients.
- Heuristic analysis of current features and prioritizing feature improvements.

Nielsen Norman

Nov 2022-Present

Ongoing Certification

General Assembly

2018

UX Design

Loyola University Chicago

2014-2018

B.A. Visual Communications

Software

Figma, Sketch, XD, Invision, Abstract, Adobe Suite, Jira, Confluence, Asana, Powerpoint

Skills

Omnichannel UI/UX, Atomic Design Systems, UX Research & Analysis, Competitive Research, Journey Mapping, Wireframing, Prototyping, Affinity Mapping, Presenting, Documentation