

# NATASHA MISTRY

natasha-mistry.com

natashamistry16@gmail.com

(510) 755-8494

## Product Designer

I am a New Media Designer with a focus in Product and UX Design. Through design I love creating experiences that break the pattern of expected interactions and not only delight people but help them create better connections in those spaces. I enjoy solving problems using emerging practices that make technology more accessible.

## Experience

### Product Designer, WillowTree, Inc.

June 2017 - Present | Charlottesville, VA

Lead product designer on cross-platform web and mobile applications. Ran multiple workshops to define various product strategy and outcomes. Supported user testing and concept validation. Involved in regular release cadences for web, iOS, and Android applications. Advocate for digital accessibility and inclusive design.

### UX Design Intern, Cloudera, Inc.

May 2015 - August 2015, May 2016 - August 2016 | Palo Alto, CA

Created a cross-platform design system to unify a suite of data engineering, warehousing, machine learning and analytics software. Lead several rounds of user interviews to define personas and define strategic information architecture. Used front-end code to solve complex, responsive design challenges.

### Web Designer, RIT Academic Support Center

November 2014 - May 2017 | Rochester, NY

As a student, collaborated with a faculty-led academic support department to design web and print content. Managed and maintained websites and social media content.

## Education

### Rochester Institute of Technology

New Media Design, BFA

## Talks

### Inclusive Design: The Bottom Line

Mobile in the Mountains 2019 | Charlottesville, VA