

# NATASHA MISTRY

## UX + Product Designer

I am a passionate UX and Product Designer that loves solving problems by using emerging and innovative design practices to make technology more accessible and inclusive. Through design I love creating experiences that enhance daily interactions by helping users achieve better connections through digital spaces.

## Experience

### WillowTree

Product Designer | Jun 2018 - Jun 2018

Designer | Jun 2017 - Jun 2018

Lead designer on cross-platform web and mobile applications. Ran multiple workshops to define product strategy and outcomes. Lead research efforts through organizing live user interviews, surveys and concept validation. Facilitated regular release cadences for web, and native applications. Advocate for digital accessibility and inclusive design.

### Cloudera

UX Design Intern | May 2015 - Aug, May 2016 - Aug 2016

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

### RIT Academic Support Center

Web Designer | Nov 2014 - May 2017

Collaborated with a faculty-led academic support department to design and implement a web e-learning platform. Managed and maintained websites using Drupal and Wordpress.

## Talks

### Inclusive Design: The Bottom Line

Mobile in the Mountains 2019 | Charlottesville, VA

## Contact

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## Skills

UX Design

Visual Design

Interaction Design

Inclusive Design

Data-Driven Design

Information Architecture

User Interviews

User Research

Product Strategy

Web Accessibility

Front-End Web Development

## Education

### Rochester Institute of Technology

New Media Design, BFA