

Natalie Sharma *Senior Visual & UX Designer*

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LINKEDIN

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DESIGN TOOLS & TECHNICAL SKILLS

Adobe CC (XD, InDesign, Illustrator, Photoshop), Webflow, Figma, Miro, Basic HTML & CSS

CORE COMPETENCIES

UX Design, Web Design, Brand Identity, Design Systems, Brand Compliance, Illustration, Prototyping, Wireframing, User Research, Usability Testing, Competitor Audits, Publication Design

PROFESSIONAL EXPERIENCE

Senior Visual & UX Designer

Pixelal (Self-Employed), Redwood City, CA (Jan 2015 - present)

- Leads art direction & design of web, brand, and UX design projects for full lifecycle
- Drives decisions based on data and analytics & collaborates with internal client team members to inform wireframes and deliver polished prototypes for development
- Builds sites in Webflow and trains clients in maintenance and content updates; over time this has shown to improve their SEO rankings and overall site traffic up to 2000%

Graphic Designer

Creative Distillery, Jackson, MS (Oct 2016 - Jan 2018)

- Lead designer in digital and print publications for non-profit and state department clients
- Drastically reduced production time up to 40% even under tight deadlines; introduced key time-saving methods for campaigns in production to other design team members

Graphic Designer

NHC Distributors Inc., Philadelphia, MS (June 2013 - Jan 2015)

- Sole designer for distributor with largest inventory of outdoor power equipment parts in the Southeast; enforced brand compliance across all print channels in retail & wholesale
- Rebuilt & streamlined 1,000+ page parts catalog which eliminated the need for other team members to use design software and collaborate only for content editing

Graphic Design Intern

Campus Recreation, MUW, Columbus, MS (May 2012 - May 2013)

- Developed brand guidelines for the recreation department for asset creation guidance
- Automated event posting on social media & increased following by 35%

PROFESSIONAL EXPERIENCE (CONT'D)

Layout Designer

The Spectator, MUW, Columbus, MS (Mar 2009 – Apr 2012)

- Guided all print production visuals and trained staff members in InDesign to typeset their own articles; this resulted in a 100% reduction in all-night production sessions
- Reduced typesetting production time by 50%

VOLUNTEER EXPERIENCE

Design Mentor

Innovate Mississippi, Jackson, MS (June 2020 - May 2021)

- Consulted one-on-one with startup founders in the Entrepreneur's Journey Program and provided insights on their product's visual design and documented opportunities for marketing and social media strategy

Design Tech Expert

The Bean Path, Jackson, MS (Jan 2019 - Mar 2021)

- Presented free, public workshops on such subjects as Photoshop basics, UI design, and self-employment
- Assisted participants one-on-one with troubleshooting devices and design software, and gave tutorials of the no-code platforms Webflow, Squarespace, and Wix

Guest Lecturer & Evaluator

Mississippi Coding Academies, Jackson, MS (Mar 2019 - Oct 2020)

- Trained new junior developer cohorts with workshops on design best practices and the basics of wireframing on paper and in Adobe XD
- Evaluated presentations of junior coders and provided actionable feedback on the design and responsive qualities of their web projects

AWARDS & HONORS

Best Web Designers in Jackson

Expertise (2021)

Finalist: Product Designer Category

Ada Lovelace Awards (2020)

- Nominated for excelling in areas of local impact, innovation, leadership, and fostering community

Star Volunteer

The Bean Path (2019)

EDUCATION

Google UX Design Certificate

(Mar 2021 - present)

BFA in Graphic Design, Honors

Mississippi University for Women - MUW (2013)