

# Natalie Cook

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## Profile

Driven by empathy and design, my objective is to create purposeful experiences that drive user satisfaction and business success.

## Experience

### Senior User Experience Designer, Chase; Elgin, IL — July 2022–Present

- Lead designer for 2 high-impact product teams, mentoring 2 associate designers and 1 content designer.
- Drove 4 major initiatives from discovery to delivery.
- Delivered 5 end-to-end user journeys and successfully drove 15 product enhancements.
- Regularly presents design and strategy proposals to executive leadership.
- Collaborates with cross-functional teams, including product, research, data, and development, to shape requirements and achieve desired outcomes.
- Advocates for UI modernization, design heuristics, and ensuring WCAG 2.2 compliance, serving as an ambassador for Chase's design system.

### User Experience Designer, Chase; Elgin, IL — September 2021 - July 2022

- Successfully delivered 7 product enhancements.
- Documented comprehensive user flows, crafted sophisticated UI designs, and facilitated seamless design-to-development hand-offs using agile workflow methodology.
- Pioneered a Figma training series for the product team, ensuring a standardized design approach across area products and promoting consistency.
- Designed a new dynamic component to enhance Chase's design system library, contributing to the evolution and improvement of the overall design ecosystem.

### Freelance Designer, Independent Contractor; Rockford IL — 2020 - 2021

- Translated client's product, branding, and marketing needs into impactful design deliverables.

### Marketing/Digital Designer, Maggy London International; New York, NY — 2017-2020

- Design emails, advertisements, and website features with the e-commerce team.
- Retouched product/editorial photography for prominent fashion brands, including Maggy London, London Times, Donna Morgan, and Gal Meets Glam Collection.

## Education

Rutgers: Mason Gross School of The Arts, New Brunswick, NJ — BFA In Visual Arts, Minor in Art History Minor, 2017, cum laude

## Skills

UX/UI design, design systems, user flows, service blueprinting, prototyping, wireframing, usability testing, empathy mapping, proto personas, affinity diagrams, project management and planning, component design, competitor analysis, research analysis, storytelling, oil painting, making pizza