NATALIE COOK

USER EXPERIENCE DESIGNER

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, IL | JULY 2022 TO PRESENT

- Lead designer for a high-impact product team, managing the entire design life-cycle for 4 major initiatives.
- Collaborates with cross-functional teams, including product, research, data, and development, to shape requirements and achieve desired outcomes.
- Regularly presents design work and communicates design rationale to executive leadership.
- Delivered 3 end-to-end user journeys and successfully drove 4 product enhancements.
- Consistently advocates for UI modernization and ensuring WCAG 2.1 compliance, serving as an ambassador for Chase's design system.

User Experience Designer

CHASE, IL | SEPTEMBER 2021 TO JULY 2022

- Designed, prototyped, and delivered 3 consumer-facing enhancements with development, data, and product teams.
- Documented comprehensive user flows, crafted sophisticated UI designs, and facilitated seamless design-to-development hand-offs using agile workflow methodology.
- Pioneered the development of a Figma training series for the product team, ensuring a standardized design approach across area products and promoting consistency.
- Demonstrated innovation by introducing a new component to enhance Chase's design system library, contributing to the evolution and improvement of the overall design ecosystem.

Freelance Designer

INDEPENDENT CONTRACTOR, IL | NOVEMBER 2020 TO DECEMBER 2021

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

Graphic Designer

WILLIAMSBURG CHRISTADELPHIAN FOUNDATION (WCF), IL | MAY 2020 TO APRIL 2021

- Served as the lead advisor on visual content, ensuring effective messaging and brand consistency.
- Responsible for designing, creating, and publishing all digital and print communications.

Marketing/Digital Designer

MAGGY LONDON INTERNATIONAL, NY | DECEMBER 2017 TO APRIL 2020

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

Graphic Designer

LINDEBLAD SCHOOL OF MUSIC, NJ | SEPTEMBER 2016 TO DECEMBER 2017

- Created and maintained the Lindeblad School of Music website (www.lindebladmusic.com) in collaboration with the music school director.
- Developed marketing materials for school events, effectively promoting the school.

Graphic Design Intern

RUTGERS ATHLETIC CENTER, NJ | JUNE 2016 TO SEPTEMBER 2016

- Designed eye-catching fliers, pennants, information graphics, and calendars for various Rutgers sports teams, enhancing their visual presence.

CONTACT

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www.nataliecook.info

EDUCATION

Rutgers | Mason Gross School of The Arts
BFA In Visual Arts
Art History Minor
2013 - 2017 | cum laude

DESIGN SKILLS

User Experience Design
User Interface Design
Design Systems
User Flows
Service Design
Prototyping
Usability Interviews
Empathy Map
Affinity Diagrams
Project management and planning
Photo Retouching

TOOLKIT

Figma
Adobe Creative Suite
JIRA
Microsoft products
Blender
Basic HTML + CSS

SOFT SKILLS

Facilitating Alignment
Project Management
Competitor analysis
Story telling
Research analysis
Illustration
Oil Painting
Making Pizza