

NATASHA SPRINGER

EXPERTISE

- Axure
- Invision
- Bootstrap
- Heroku
- HTML
- CSS
- Java
- Zeplin
- Optimizley
- MATLAB
- GitHub
- Google Analytics
- Sketch
- Microsoft Office
- Photoshop
- Illustrator
- InDesign
- Jira

EDUCATION

BA Cognitive Science
Minor Economics
University of California, San Diego
2011-2015

ACTIVITIES

- UCSD Club Soccer Player 2011-2015
- Member of Design.UCSD Club
- Sigma Kappa Sorority Member
- Wines & Wishes Volunteer 2016
- Pleasanton Rage Soccer Coach 2017
- Grow with Google Challenge Scholarship 2018

CONTACT

(925) 577-8426
00tasha@gmail.com
natasha-springer.herokuapp.com

EXPERIENCE

UI/UX Designer

Nolo, Pleasanton, CA | Dec 2016- Present

- Worked closely with product managers to develop wireframes, user flows, and prototypes based on project requirements and user feedback.
- Expanded upon existing template designs, UI components, and style guides to improve mobile experience.
- Designed landing pages, product pages, SEM pages, marketing banners, product images, and forms.
- Conducted research, designs, and testing for a homepage redesign that resulted in an increase in traffic of 38% into product pages.
- Created mockups with consideration of product lifecycle from requirements to prototypes to launch.
- Ran usability tests, A/B tests, and collected Google Analytics data to improve e-commerce conversion rates.
- Developed and tested new product pages for e-commerce site resulting in a 20% increase in sales.
- Managed UX functionality and worked to ensure visual and interaction consistency across multiple products.
- Implemented new customer facing dashboard platform.

Marketing Designer

Bay Alarm Medical & GetSafe, Concord, CA | April 2016- Dec 2016

- Ran advertisement research using Facebook Ad Manager, Google Analytics, AdRoll, and CrazyEgg.
- Managed usability and functionality of Bay Alarm Medical and GetSafe's websites.
- Designed and ran email marketing campaigns- improving click rates by 12% through design changes.
- Created webpage layouts, digital ads, blog postings, and social media postings to increase user engagement.

Research Assistant in Cognitive Science Lab

UC San Diego, La Jolla, CA | Jan 2015- June 2015

- Conducted user centered experiments and performed data analysis and annotation using multimedia tools (ELAN & ChronoViz).
- Formulated conclusions based on research involving gestures in working memory and presented my findings.

Product Design and User Experience Internship

Xtime Company, Redwood Shores, CA | June 2014- Sep 2014

- Leveraged Google Analytics to track website usage and conversion rates in order to identify usability issues.
- Designed wireframes and click through prototypes with Photoshop, Illustrator, and InVision for user testing.
- Developed and executed usability tests to determine best ways to improve mobile website conversion rates.

Athletics Marketing Assistant

UC San Diego, La Jolla, CA | Jan 2013- June 2015

- Helped with the marketing of 23 intercollegiate sports.
- Managed and execute game promotions and halftime contests at athletic contests.