

NATASHA SPRINGER

EXPERTISE

- Axure
- Proto.io
- Invision
- Bootstrap
- Salesforce
- HTML
- CSS
- Zeplin
- Optimizely
- UsabilityHub
- MATLAB
- GitHub
- Google Analytics
- Sketch
- Microsoft Office
- Photoshop
- Illustrator
- InDesign
- Jira
- Confluence

EDUCATION

BA Cognitive Science
Minor Economics
University of California, San Diego

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

EXPERIENCE

UI/UX Designer

Robert Half, San Ramon, CA | July 2018- Present

- Designed new Site Pathing initiative for global roll out- conducted user research, wireframes, mock ups, demoed concepts, and performed UAT for development teams.
- Worked with product managers to present solutions that would balance the business/ marketing goals with user centered design still leading decisions.
- Designed user logged in dashboard and account flow experience for both sets of users- clients and candidates.
- Worked on improving internal tools (Salesforce) by running user tests, new designs, and feature updates to improve usability.
- Created design system to account for current styling documentation and updates with design iterations to keep consistency and clarity in site style.
- Influenced design explorations to push innovation with company's products.

UI/UX Designer

Nolo, Pleasanton, CA | Dec 2016- July 2018

- Worked closely with product managers to develop wireframes, user flows, and prototypes based on project requirements and user feedback.
- Created templated designs, UI components, and style guides to improve mobile experience.
- Conducted research, designs, and testing for a homepage redesign that resulted in an increase in traffic of 38% into product pages.
- Ran usability tests, A/B tests, and collected Google Analytics data to develop new product pages that resulted in improved ecommerce conversion rates by 20%.
- Implemented new customer facing logged in experience.
- Used the sites updated design and worked with the developer to reskin and improve usability of the companies most popular products, WillMaker 2019.

Marketing Designer

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

- Ran and designed 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%
- Created webpage layouts, digital ads, blog postings, and social media postings to increase user engagement and brand awareness.

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 usage and conversion rates to identify usability issues.
- Designed wireframes and click through prototypes with Photoshop, Illustrator, and InVision.
- Conducted 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