

NATASHA SPRINGER

EXPERIENCE

EXPERTISE

Axure, Invision

Bootstrap, Heroku

HTML, CSS, Java

MATLAB, GitHub

Google Analytics

Microsoft Office

Adobe Creative Suite

WordPress, Salesforce

Great Communicator

Self-Starter

Goal Driven

Detail Oriented

Well Organized

Team Worker

EDUCATION

BA Cognitive Science

Minor Economics

University of California,

San Diego

2011-2015

CONTACT

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Marketing Designer

GetSafe, Concord, CA | April 2016-Present

- Designed online advertisements
- Ran advertisement testing using tools like Facebook Ad Manager, Google Analytics, and AdRoll.
- Managed the layout and design of website usability and functionality.
- Content creation from web layouts, ad designs, blog posting, and social media postings.
- Photography and video content creation for site and advertisement use.
- Designed and ran email marketing campaigns.

Designer

Paladin Design, Redwood Shores, CA | Oct 2015-April 2016

- Created web and app layouts for clients.
- Designed website using WordPress platform.
- Created basic design work for clients such as business cards, flyers, and website layout.

Research Assistant in Cognitive Science Lab

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

- Conducted User centered experiments using the Xbox Kinect to track participant's gestures and speech.
- Performed data analysis and annotation using multimedia tools including ELAN and ChronoViz.
- Developed procedure guides used for conducting experiments and tagging and coding data for analysis
- Assisted in the design and configuration of follow on experiments
- Formulated conclusions based on research involving gestures in working memory

Product Design and User Experience Internship

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

- Worked on consumer website for vehicle service appointment scheduling used by over 6000 auto dealerships.
- Leveraged Google Analytics to track website usage and conversion rates and to identify usability issues.
- Designed wireframes and click through prototypes for user testing.
- Developed and executed usability tests to determine best options for improving mobile website conversion rates.
- Utilized Adobe Photoshop and Illustrator for design of wireframes, and InVision for prototyping

Athletics Marketing Assistant

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

- Helped the Assistant Athletic Director-Marketing with the marketing of 23 intercollegiate sports.
- Managed effective customer relations through UC San Diego ticketing.
- Responsible for maintaining cash handling procedures and policies.
- Represented the Marketing department at campus wide events with a goal of increasing interest and attendance at athletic events
- Responsible for the operation of ticket booths as well as event cash reconciliation for auditing

Athletics Office Student Assistant

UC San Diego, La Jolla, CA | March 2013-June 2014

- Performed administrative functions, including data-entry, community customer relations, filing, offer administrative support to student athletes and coaches, and assist with post season championships.
- Assisted with business staff office procedures, including payment authorizations, analyzing of cell phone bills, and athletic fund filing.
- Arranged team and administrative meetings between the Athletic Department and Sports Facility Operations.
- Responsible for the generation of tax receipt letters sent to UC San Diego Athletics donors.

ACTIVITIES

- UCSD Club Soccer Player 2011-2015
- Member of Design.UCSD Club
- Sigma Kappa Sorority Member
- Wines and Wishes- Make a Wish Foundation Volunteer 2016