

Nathalie McCubbin

UI & Visual Designer

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Berlin, Germany

PROFILE

UI and visual designer with a background in fashion design. Enthusiastic in achieving stimulating design solutions that solve pain points and enhance a positive and meaningful user experience. Proficient in designing products for a variety of customer groups worldwide.

SKILLS

Software

Sketch
Adobe XD
Figma
Invision
Illustrator
Procreate
Photoshop

Design

User Interface
Branding
Visual Design
Illustration
User Personas
Usability Analysis
User Research
Wireframing
Prototyping

EDUCATION

UI Design Certificate
2021 | CareerFoundry

Bachelor of Arts (Hons) in Fashion
2015 | Kingston University, London

LANGUAGES

English - Native/Bilingual
German - Native/Bilingual

WORK EXPERIENCE

UI & Visual Designer | Recipe

Jan 2021 - Present | Berlin, Germany

- Leading the directions for creating web applications
- Researching UI trends, creating mood boards, collaborating with the content director and project managers, performing usability testing
- Creating branding, style guides and MVPs

Concept Designer | Roeckl Handschuhe & Accessoires

May 2019 - Nov 2019 | Munich, Germany

- Developed on-trend designs for a younger demographic
- Created concepts and mood boards as creative guidelines, integrated vegan leathers and optional fabrics, designed new handbags and small leather goods, worked closely with the marketing and e-commerce department
- Successfully launched first vegan leather articles and enhanced a cohesive range across product groups, established a modern direction to attract a younger market

Senior Fashion Designer | H&M

June 2017 - Oct 2018 | Stockholm, Sweden

- Built more sustainable collections for the kids and youth sector sold on a global scale
- Managed a team of 6, developed and tested alternative materials to increase sustainability, created 14 collections a year following the latest trends and concept guidelines
- Implemented higher usage of recycled materials, successfully launched the first recycled unisex jersey collection for kids

Junior Fashion Designer | H&M

Nov 2015 - May 2017 | Stockholm, Sweden

- Managed nightwear products in coordination with the senior designer
- Worked with the print designer and buyer to visualize the final product, and meet deadlines, presented design ideas to the creative team
- Increased sales of nightwear products ultimately resulting in the creation of the nightwear product team

Designer & Illustrator | Dar Leone

Nov 2012 - May 2015 | London, UK

- Designed prints and products for soft furnishing
- Forecasted and interpreted interior design trends as appropriate to the brand and for the customer base
- Increased sales B2B and B2C