

NATALIA VENKATESH

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EXPERIENCE

With over 20 years of progressive experience designing consumer products, I have a proven track record of bringing value to leading retailers like Walmart, Home Depot, and QVC. As a highly organized and self-motivated professional, I approach each project with attention to details and timelines, proactively addressing challenges and ensuring collaborative working relationships with all stakeholders. As a recent Full Stack Developer Bootcamp graduate from UPenn, I have developed expertise in HTML, CSS, JavaScript, React, Node.js, MySQL, and MongoDB to build scalable web applications that enable differentiated customer experience.

Technical Skills

- JavaScript, HTML, CSS, SASS, React, Node.js, MySQL, MongoDB, NoSQL
- Jira, ALM
- Adobe Creative Suit (InDesign, Photoshop, Illustrator)
- Microsoft Office (Word, Excel, PowerPoint, Outlook)

Graduation Project - MERN application

April 2023

- **Perfect Plet Plant Shoppe** - (<https://afternoon-coast-06929.herokuapp.com/>)
 - full-stack developer bootcamp graduation project to build MERN application
- responsible for idea generation and creating wireframes for website layout
- created NoSQL Databases utilizing MongoDB to allow scalable applications for evolving data
- responsible for creating models and mutations and connecting them to the front-end
- responsible for writing and testing queries as well as providing feedback on regression testing for the final website
- **Full-Stack portfolio:** <https://natavenk.github.io/proportfolio/>

Qurate Retail Group (QVC INC.,)

West Chester, PA

Sr. Product Quality Assurance Engineer

Jun 2013 - April 2019

- Led Quality Assurance function for multi-million dollar categories including but not limited to Household, Home Textile, and Beauty/Skincare Product lines
- Responsible for Functional and User Acceptance Testing, resulting in improved customer experience and increased customer satisfaction experience and conversion rate of products on QVC.COM
- Formulated Product Standardization database and integrated the process to create reports and assessment matrixes for merchants, vendors, and customer service teams
- Collaborated with the Vendor Relations team to integrate the knowledge database in the vendor portal, resulting in reducing vendor calls by 40%
- Improved product performance by analyzing customer reviews and presenting assessment reports to vendors and marketing teams to make the necessary changes
- Developed a Unified Specification card that created standard sample processing across all categories, resulting in a 70% reduction of sample processing time, supporting faster time to the market initiative
- Collaborated with Intertek and SGS on identifying required regulatory, safety, and performance criteria for product testing and ensured vendors' product compliance with established protocols
- Consistently reviewed products against FDA, FTC, and DOT regulations, as well as QVC legal requirements to ensure vendor compliance
- Received the QVC spotlight award for improving product performance by making design recommendations and collaborating with the vendor and the buying office to implement the changes

NEWELL RUBBERMAID INC., Associate Product Marketing Manager

Huntersville, NC
Mar 2012 – Jun 2013

- Led Product Marketing and managed several product lines for Wal-Mart; identified and developed product offerings based on market basket analysis, consumer research, current trends, and sales volume.
- Led a cross-functional team responsible for packaging, product development, and creative projects for a portfolio of ~1500+ SKU's supporting major retailers.
- Extensive experience collaborating with global sourcing (China, Thailand, and Taiwan) matrix methodologies in developing products with quality and efficiency

Senior Product Engineer

Oct 2005 – Mar 2012

- Responsible for entire product life cycle management for Kitchen, Laundry, Refuse, and Home organization product lines involving consumer research, development, quality control, quality assurance, and delivery.
- Successfully managed the cross-functional team and delivered number of products by following industry best practices and project management methodologies.
- Collaborated effectively in the development of new product lines under Shur-Line brand, such as Pop-Off Roller Frame, Loading system, and Push-off Wireframe products
- Successfully Patented multiple products and protected the intellectual assets of the product line by following the patent/inventor processes.

ALADDIN TEMP-RITE INC.,

Hendersonville, TN

Product Engineer

Dec 2002 – Oct 2005

- Developed "Convect-Rite III," a refrigeration/re-thermalization system by collaborating effectively in the entire lifecycle from ideation to implementation
- Delivered a new Heat on Demand system through cross-functional collaboration with engineering, marketing, and sales teams
- Maintained and enhanced the product and systems through quality audits and continuous improvement initiatives

RTS WRIGHT INC.,

Nashville, TN

Mechanical Design Engineer

Oct 2000 – Oct 2002

- Developed nozzles for polymer extrusion systems for DuPont and other major OEM's
- Managed small capital projects through the entire lifecycle from requirements to delivery

CATERPILLAR INC.,

Peoria, IL

Mechanical Design Engineer

Jun 1997 – Oct 2000

- Designed ground-engaging tools for earth-moving equipment
- Designed Ergonomic Interior plastic panels for heavy machinery

EDUCATION

UPenn

Full Stack Developer Bootcamp

Philadelphia, PA
March 2023

BRADLEY UNIVERSITY

M.S., (Manufacturing Engineering)

Peoria, IL
May 1999

Samara State Aerospace University

B.S., (Manufacturing Engineering)

Samara, Russia
Feb 1996