

Natalee Darnell

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PROFESSIONAL EXPERIENCE

Product Manager/Designer | September 2024 – January 2025

Piccadilly Cloud

- Championed the design of an integrated billing solution within six weeks across three agile sprints; enhanced user satisfaction scores related to payment processes through effective UI/UX improvements.
- Designed and executed an effective rollout strategy for a Stripe-based billing micro-service within three focused sprints; achieved improved transaction integrity while minimizing errors from previous workflows during monthly reports.
- Influenced pricing strategy, revenue optimization, and subscription model development to influence conversion rates and client retention.
- Developed detailed user journey maps covering three critical acquisition channels within integrated systems; this initiative fostered cross-department collaboration, generating positive feedback from both development and leadership teams during weekly reviews.

Lead User Experience Designer | January 2021 – September 2024

Finotta

- Implemented targeted outreach strategies within the platform; achieved an impressive 81% rise in account referrals while facilitating a staggering 1560% uptick in money transfer activity after initial updates.
- Designed and launched a mobile banking service to over 45,000 users, achieving a 33% retention rate in 90 days post-launch.
- Led cross-functional teams in redesigning app interfaces, boosting monthly user engagement by 12%.
- Crafted targeted product positioning strategies that engaged diverse demographics, resulting in a 40% increase in customer engagement metrics and fostering improved conversion rates and user retention over time.
- Led four successful workshops aimed at gathering input from stakeholders and end-users about future product enhancements based on industry needs identified through research initiatives conducted prior to each session.

Marketing Coordinator | November 2020 – January 2021

Finotta

- Orchestrated comprehensive market research efforts as most junior member on the team, identifying key consumer preferences leading directly into refined communication strategies interpreted from analytics-based findings regarding product enhancements.
- Partnered with diverse teams to implement user-centered marketing strategies, ensuring alignment with business objectives; findings directly contributed to the refinement of three key digital campaigns that influenced user engagement.
- Implemented consistent aesthetic improvements on corporate website using foundational design knowledge as most junior member on team; collaborated with managers leading toward refined site functionality appreciated by end-users.

EDUCATION

Google Coursera | March 2021 – June 2022

Google Coursera User Experience Design Certificate

University of Missouri – Columbia | August 2018 – December 2021

Bachelor of Mediated Communications
Minors in Business and Digital Storytelling