

Natalie Man

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UX DESIGNER

With my background in UX Design and Front-End Development, I have created impactful digital solutions for the education and enterprise software industries. At Smartology, I worked with engineers to build a scalable dashboard, which was released in 8 months to facilitate the transition to automated online advertising.

WORK EXPERIENCE

UX Designer

UX Playground • Jul 2018 – Present

- Created content strategies, user flow diagrams, wireframes and prototypes for rebranding the company website, which increased visitor traffic from 60% to 151% in 6 months.
- Contributed to design research and crafted presentations for various industry events such as Adobe MAX 2018, Brand Week Istanbul and Berlin Design Week.
- Supported the team in organising events and training for the design community, which grew by over 3,700 members in 3 years.

UX Designer (Contract)

Adobe • Nov 2021 – Dec 2021

- Conducted user research on workshop topics to help Adobe's XDI team to promote XD to its enterprise customers and boost software adoption.
- Collaborated with a Senior UX Designer to develop two "CMD+cause" remote design workshops for Adobe's enterprise customers. Each workshop session achieved up to 100 registrations.
- Crafted presentations in Adobe XD and developed activities on audience engagement tools like Mentimeter, enabling Adobe's XDI team to facilitate productive workshop sessions.

UX Designer

Smartology.net • Feb 2018 – Apr 2019

- Conducted 5 interviews with internal users to identify pain points. Provided recommendations, which enabled the engineering team to focus development on process optimisation.
- Collaborated with the Lead Front-End Developer to usability test a screenshot automation tool, gaining insights that resulted to full release and boosted account manager workflows.
- Facilitated ideation sessions with product, engineering and account teams that boosted team spirit and aligned stakeholders behind the strategic need to scale the business.

Front-End Developer

Smartology.net • Nov 2014 – Feb 2018

- Developed the company's WordPress website with consistent branding, and establishing a streamlined process for sales and marketing teams to publish blog posts.
- Managed over 60 client ad campaigns and designed over 2000 creative ads. Process includes research, creating mock-ups, managing client feedback, building and testing.
- Worked in a team of 3, and conducted peer reviews to assess the quality of ad campaigns before launching on media publishing websites such as Financial Times, BBC and Bloomberg.

Web/Graphic Designer and Marketing Assistant

GetOptics Group Ltd • Oct 2011 – Mar 2012

SKILLS

Agile, Content strategy, Prototyping, Usability testing, User-centred design, User interviews, User research, Wireframing

EDUCATION & TRAINING

Project UX 2.0

UX Playground • Aug 2017 – Jun 2018

Master of Arts (MA) in Web Design & Content Planning

University of Greenwich • Sep 2012 – Jul 2014

Bachelor of Science (BSc) in Computer Science

Queen Mary, University of London • Sep 2007 – Jul 2010