

Natasha Schmid

UX Designer

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Education

University of Washington

Graduation June 2022

B.S. in Human Centered
Design & Engineering (HCI)

Minor in Diversity

Major GPA 4.00, Cum 3.87

Design

User Research
Journey Mapping
Content Strategy
Storyboarding
Info Architecture
Wireframing
Prototyping
Usability Testing
Project Management

Tools

Adobe Illustrator
Adobe InDesign
Figma
InVision
Marvel

Code

Java
HTML/CSS
JavaScript
React
Python
R

Interests

Social Justice
Women in STEM
Accessibility
Storytelling
Hiking
Water Polo

Experience

UW Department of Global Health, Graphic Designer

December 2020 – Present

Creating logos, flyers, posters, fact sheets, and other communication materials that adhere to UW brand guidelines and support the department's mission to improve health for all. Developing clear visuals and layouts for web/print as the sole designer on the department's communications team.

Proxxmu, UX Designer

April 2020 – June 2020

Prototyped a mobile application for a class project that provides a safe platform for neighbors to seek help and build relationships amongst one another. Focused on connecting partners to foster accountability and mutual support. Conducted competitive analysis and user interviews.

Recovery Café, Brand & Identity Designer

January 2020 – March 2020

Conducted client research for a class project to rebrand Recovery Café, a Seattle non-profit. Refreshed the brand identity by redesigning their logo, iconography, color palette, and typography to better enhance their mission & core values.

EqualiCare, UX Designer

April 2019 – June 2019

Designed an app for a class project to help elderly immigrants in America face language, cultural, and technological barriers to ultimately better comprehend and take part in their health care. Conducted interviews and surveys among various stakeholders for research. Received INFO 200 Best Final Project Award.

Leadership

UW STEMInist, Director of Outreach

September 2018 – Present

Promote gender diversity within STEM fields & careers. Partner with local K-12 schools to mentor & empower young women. Organize career development and networking events. Reach out to organizations for collaboration opportunities.

Course Assistant (HCDE 210), University of Washington

March 2020 – December 2020

Provided detailed feedback on app prototypes, reflection essays, ideation exercises, and research reports for an introductory human-centered design course. Facilitated student discussions about capable, responsible, and reflective design as well as strategies for creating accessible and sustainable products.

Engineering Peer Educator, University of Washington

January 2020 – December 2020

Taught an engineering exploration class of 25 students. Developed curriculum, lesson plans, and activities with personalized learning objectives for weekly one-hour class meetings. Prepared incoming engineering students for a smooth transition into the university community.