

# Natasha Mistry

Senior Product Designer

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## Experience

### Square

Senior Product Designer • October 2024 – Present

Product Designer • January 2021 – October 2024

Helped drive product strategy for Square Banking by aligning user needs, business goals, and technical constraints that help small business owners make informed financial decisions. Led UX research and collaborated with PMs, engineers, and data scientists to optimize product flows through data-driven insights.

### WillowTree

Product Designer • June 2017 – January 2021

I led cross-platform web and mobile app design for enterprise clients, balancing business needs with user goals. Through user research, usability testing, and concept validation, I refined product experiences to drive engagement and efficiency. Committed to digital accessibility and inclusive design, I advocated for their integration in large-scale application releases.

### Cloudera

UX Design Intern • May 2015 – August 2016

I designed a cross-platform design system for a suite of data engineering, machine learning, and analytics tools. By conducting user interviews, I shaped persona development and information architecture strategies to enhance usability. To address complex design challenges, I developed responsive web components using front-end code, ensuring a seamless and scalable user experience.

## Education

### Rochester Institute of Technology

New Media Design, BFA • 2013 – 2017

## Skills

### Product Strategy

Roadmap & Vision Alignment

Stakeholder Collaboration & Facilitation

### Design Systems & Accessibility

Scalable UI Components

WCAG & Inclusive Design Best Practices

### UX Research

User Testing & Interviews

Heuristic Evaluation

A/B Testing

### AI Tooling

Coding & Prototyping (Cursor, Vercel, Figma Make)

Version Control & Collaborative Workflows (Git, GitHub)