

# Nathalyn Nunoo

## Product Designer (UX/UI)

### EDUCATION

**B.S. Neurology and Physiology** University of Maryland, Fall 2018

### PROFESSIONAL EXPERIENCE

#### **Product Designer, Remodelmate** (November 2017 - present)

Remodelmate helps homeowners renovate their home in a easy, transparent and efficient process. I was brought on the team to lead the redesign of a new, automated platform that allows users to create new projects, explore renovation options and manage their project easily.

- **UX design** Develop product strategy to reflect company vision and reach business goals. Create wireframes, user flows and high-fidelity mockups for the product experience. Communicate regularly with CEO and developer to build finished product.
- **Research** Conduct customer interviews with past customers, prospective users and contractors to develop user personas.
- **Branding** Develop brand identity to be used in the digital product as well as marketing materials for the company. Lead in content strategy for web and print.

#### **Director of Events, Startup Shell** (July 2017 - present)

Startup Shell is a non-profit, student-run incubator and co-working space at the University of Maryland that fosters entrepreneurship through collaboration. As director of events I plan, organize and market talks, workshops and other activities both internally and for the general public. I also secure resources for our members and lead recruitment.

#### **Founder and Design Lead, POSH** (March 2016 - July 2017)

POSH simplifies the way people book beauty services by connecting freelance beauty professionals with the people who need them. I focused on design for the product and brand identity - building the experience of the service, performing customer research.

As founder I lead in marketing and client acquisition. I also worked on developing a contractor network; working in recruiting, freelancer engagement and management.

#### **Marketing Organizer, Technica** (August 2016 - November 2016)

Technica is the first all-women's hackathon at the University of Maryland. It was designed to encourage and engage women in tech through a variety of workshops, talks and competitions. As a marketing organizer I took part in forming marketing strategies, engaging our audience with social media, and establishing relations with industry influencers who care about diversity in tech.

### PORTFOLIO

nathalyn.com

### CONTACT

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🐦 @nathalynnunoo

in in/nathalyn

### TOOLS

Sketch

Adobe Photoshop + Illustrator

Figma

Invision

HTML, CSS, Javascript