

Nathalyn Nunoo

Product Designer (UX/UI)

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 redesign 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.

EDUCATION

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

PORTFOLIO

nathalyn.com

CONTACT

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in in/nathalyn

TOOLS

Sketch

Adobe Photoshop + Illustrator

Figma

Invision

HTML, CSS, Javascript