NATALIE WATKINS

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Work

Nava PBC | Designer Researcher (2022 - Present)
UX research and front-end development consulting for public benefit services. Recent work includes unemployment insurance modernization for the state of New Jersey and healthcare claims data access for the Centers for Medicaid and Medicare Services (CMS).

Contract | Freelance Service Designer (2021 - 2022)
End-to-end research, design, development, and testing for nonprofit clients including Greengate Farms, St. Louise House, New Orleans Photo Alliance, WERA, and AIGA.

IBM | Design Research Lead (2018 - 2021)
Established and managed an ecosystem of users to research and design interfaces for consumable AI platforms, hybrid cloud environments, and IBM Systems hardware technologies.

The BHW Group | UX Designer (2018)
Design for web and mobile apps. Clients included The University of Texas, Veritas Advantage, and #1 Apple Store bestseller: Ballistic X.

EVOlearn Lab | Research Assistant (2017 - 2018)
Created a standardized inventory of cross-cultural research protocols. Funded by the National Science Foundation and The Gates Foundation.

Experience

Technology Reporter
Freelance writing on technology, society, and opinion. Publications featured in WIRED, The New Atlantis, and Insider.

IBM Makes | MakeLab Lead (2019 - 2022)
Coordinated and facilitated hands-on design projects and workshops with the U.S. Federal agencies, Ford, Invision, SXSW, and more.

Education

The University of Texas at Austin
Psychology, BA; Certificate Arts and Entertainment Technologies

Research

Dovetail, Mural, Miro, Jira

User research interviews

Usability/UAT testing

Survey design and quantitative methods

Design

Figma, Sketch, AdobeXD

UX/UI design principles

WCAG/Section508 Accessibility

Responsive design

Developer experience design (Dev-X)

Development

HTML, CSS, JavaScript

Front end frameworks (Ruby, Astro, Angular...)

Design systems

Git + version control

Patents

Carbon footprint tracker, 2021 - published

Machine learning based tracking of derivative code, 2022

Mask device for a listening device, 2023

Initiating communication on mobile device responsive to event, 2024

State aware natural language query interface, 2024