

# Natasha Zella

## Contact

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## Skills

### Design and Research

User Research  
Ethnography  
Usability Testing  
Interaction Design  
Visual Design  
Wire Framing  
User Flows  
Prototyping

### Tools

Sketch  
Dscout  
Invision  
Principle  
UserTesting.com

### Front End

Javascript  
HTML5  
CSS3

### Back End

Swift  
Android  
Go(lang)  
Kotlin  
Groovy  
Python  
Git

## Work Experience

### Product Designer and iOS Engineer - Technology Leadership Program Rotation

2018

*Target Technology Services - Flagship Apps - Job 2 "Plan and Scan"*

- Creating and critiquing designs for the flagship iOS and Android apps
- Testing features and analyzing tests, using DScout and UserTesting
- Self-directed synthesis and presentation of research findings and compelling insights to inform UX strategy based on an app-wide multi-day guest research project
- iOS developing of features and fixing bugs for the flagship app

### Back-end Engineer - Technology Leadership Program Rotation

2017

*Target Technology Services - Enterprise Checkout*

- Worked in Go to develop a Chrome browser extension
- Created a plan to fully develop the browser extension and backend API for a test release
- Added endpoints to the Checkout API, written in Kotlin and Groovy

### Research Assistant

2017

*Dr. David Mimno - Department of Information Science - Cornell U.*

- Investigated correlation of words with each other over time
- Implemented natural language processing and matrix manipulations on a dataset of 14 million volumes

### Software Engineering Intern

2016

*Target Technology Services - MyDevice "Move"*

- Developed iOS with software engineering team using Scrum and Agile methodologies
- Created multiple screens for an internal iOS application and styled the content of the app following UX guidelines
- Proactively trained and learned new technology areas

## Honors and Awards

- Ryan Scholar - Cornell University
- Engineering Dean's List - Cornell University
- Coder's Choice Award - Target CodeRed Hackathon

## Education

### Cornell University

2017

*B.S. Information Science, Systems, and Technology*

Relevant Coursework:

- Designing Technology for Social Impact
- Ubiquitous Computing
- Rapid Prototyping
- Data-Driven Web Applications
- Web Design
- Human Perception
- Social Psychology

## Life Accomplishments

- Cross-Country Bicycle Tour 2014
- Appalachian Trail Thru-Hike 2015