

Natasha Zella

Contact

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(575) 373 - 5150

Skills

Development

Swift / iOS
Git
Kotlin
Android
Python
Javascript
HTML5
CSS3

Design and Research

User Research
Ethnography
Interaction Design
Visual Design
Prototyping

Tools

Sketch
Dscout
Invision
Principle
UserTesting.com

Work Experience

iOS Engineer

2018

Target Technology Services - Flagship iOS App - Core

- Creating intuitive, accessible, and visually pleasing components across the core functionality of the Target App for iOS
- Resolving defects and inconsistencies across the app
- Documenting in-house application architecture
- Fixing technical defects to improve the user's experience

Product Designer and iOS Engineer

2018

Target Technology Services - Flagship Apps - "Plan and Scan"

- Created and critiqued designs for the flagship iOS and Android apps
- Tested features and analyzed results using DScout and UserTesting
- Analyzed and presented an ethnography of guest usage of the app for holiday shopping

Back-end Engineer

2017

Target Technology Services - Enterprise Checkout

- Added endpoints to the Checkout API, written in Kotlin and Groovy
- Worked in Go(lang) to develop a Chrome browser extension and API

Research Assistant - Professor David Mimno

2017

Cornell University - Department of Information Science

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

Honors and Awards

- 2nd Place Overall - Hack The Gap 2019
- 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
- Data-Driven Web Applications
- Data Structures and Algorithms
- Web Design
- Human Perception

Achievements and Outreach

- Cross-Country Bicycle Tours 2014, 2016, 2017
- Appalachian Trail Thru-Hike 2015
- Tutor for TwinCities Tutoring 2017
- Mentor and Coordinator for Target Women in Science and Technology 2017-18