

Natalie Lord
User Experience Professional
Washington, DC
(703) 606-7516
natalieclord@gmail.com
@nattybowtie

I make websites easy to use by closely studying and listening to users. My background in Marketing and UX means I have a keen understanding of the way user experience design and strategic content can influence sales and customer engagement. I stay current with the latest UX trends and processes through coursework, meetups and conferences. I use Lean UX methodologies and practices that aim to optimize final products so that they better serve their users.

Education

General Assembly Front End Web Development Course	November 2014-February 2015
Built a responsive website by organically writing HTML, CSS and JavaScript	
General Assembly User Experience Design Course	January 2014-April 2014
Built a mobile app by creating user flows, personas, wireframes and a clickable prototype	
University of Virginia, Charlottesville, Virginia	May 2012
Bachelor of Arts in English Literature and Language	
Semester at Sea	Spring Voyage 2011
Circumnavigated the globe visiting 13 different countries	

Work Experience

Associate Information Architect, NavigationArts, McLean, VA	June 2014-Present
Provided exemplar UX consulting services in user research, information architecture, content strategy and usability while working with clients in industries such as e-commerce, communications, energy and technology. I challenged older methods of thought in a legacy digital agency when creating:	

- Competitive Assessments
- Content Strategies
- User Interviews and Research
- Usability Testing

Marketing Assistant, NavigationArts, McLean, VA	March 2013-July 2014
<ul style="list-style-type: none">• Optimized social media presence on Twitter, Facebook, LinkedIn and Pinterest• Organized marketing campaigns using SEO best practices and Google Analytics• Wrote thorough case studies and press releases using client research and documentation• Supported sales team by nurturing leads through Marketo and Microsoft Dynamics CRM• Maintained and wrote content for the website using Sitecore CMS• Curated and edited content for the corporate blog published twice a week	

Marketing Assistant, ESL Records, Washington, DC	September 2012-February 2013
<ul style="list-style-type: none">• Identified branding and marketing strategies for individual artists• Managed international online store using Shopify• Managed social media platforms such as Facebook, Twitter, MTV.com, Rdio, and Spotify for bands such as Thievery Corporation with over 350,000 fans on Facebook• Wrote and executed monthly newsletter sent to 14,000 fans using Mail Chimp• Kept and prepared accurate metadata reports for running royalties for all artists on the label• Updated the ESL Music Wordpress website daily with news, tour dates, and video content	

Specialties

UX Strategy, Brand Architectures, Brand Strategy, User Research,, Wireframes, Usability Testing, Competitive Assessments, Heuristic Evaluations, Content Auditing, Content Mapping

Skills

Proficient in Microsoft Office, Adobe Creative Suite, Axure, Omnigraffle, Visio, HTML and CSS.