



**NATALIE NATTHISA SROISUDARATNA**

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## **ABOUT**

Native of the nation famously known as the 'land of smiles,' I am a UX/UI designer, photographer, and outdoor enthusiast based in Chicago. My passion lies in nurturing creative expression, sharing knowledge, and fostering collaboration and learning. I am dedicated to contributing to a world where technology and products empower individuals, enabling more efficient, sustainable, and enjoyable lives.

## **EDUCATION**

COLUMBIA COLLEGE CHICAGO — BA IN PHOTOGRAPHY, MAY 2019

DEPAUL UNIVERSITY — MS IN HUMAN COMPUTER INTERACTION, JUNE 2023

## **SKILLS**

### • TECHNICAL

UX Research, Visual Design, Information Architecture, Wireframe & Prototype, Usability Test & Evaluation, Accessibility Design, Responsive Design, Analytics & Data Analysis, Marketing, HTML, CSS, Bootstrap, Writing, Digital & Analog Photography, Photo-Editing, Product Styling, Photography Lighting

### • SOFTWARE

Adobe Creative Suite, Figma, Azure, Visual Studio Code, Miro, RStudio, Google & Microsoft Suites

### • INTERPERSONAL

Collaboration, Communication, Empathy, Creative, Problem Solving, Adaptability, Curiosity

## **UX DESIGN PROJECTS**

### • UX/UI DESIGNER & MARKETING STRATEGIST, CHOOSE ADVENTURE - (FEB-MAR 2023)

Conducted market research and analysis to refine the value proposition and business model for the future mobile application development. Developed a UX strategy to address industry shortcomings and cater to diverse user needs. Utilized a low-fidelity prototype for iterative improvements and gathered user feedback. Created an effective marketing strategy to promote the brand.

### • UX RESEARCHER & ACCESSIBILITY EVALUATOR, YOUTUBE - (OCT-NOV 2022)

Coordinated efforts with a team of UX designers to conduct a usability evaluation and test of YouTube's 'Shorts' feature. Assessed interface design, screen reader navigation, content presentation, and interactive elements. Identified accessibility challenges, provided recommendations, and implemented inclusive design principles to enhance accessibility for users who are blind or visually impaired.

### • UX/UI DESIGNER, URBAN SUMMIT - (SEP-NOV 2021)

Collaborated with a team of UX designers to implement a structured design approach, developing a user-centric mobile and smartwatch application. Demonstrated the iterative prototype development from initial sketches and wireframes to refined concepts. Incorporating visual design elements to prioritize both aesthetics and accessibility. Employed personas and a narrative digital prototype to visualize design flow and functionality. Conducted usability tests and refined prototypes based on user feedback.

### • UX RESEARCHER & DATA ANALYTIC, HAPPIFY - (APR-JUN 2021)

Combined expertise with a team of UX designers to analyze and evaluate usability issues that impacted user engagement on the Happify application and website. Worked closely with team members to identify and address these issues, providing actionable recommendations aimed at improving the overall user experience and enhancing long-term user engagement.



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## **PROFESSIONAL EXPERIENCE**

- **SOCIAL MEDIA MANAGER, LEARN SCUBA CHICAGO; CHICAGO, IL - (2020-2021)**
  - Worked in conjunction with the marketing team to optimize the brand's marketing initiatives and drive sales.
  - Managed social media marketing strategy, including content planning, photography, videography, and implementation on social media platforms, enhancing brand visibility.
  - Led a team of UX designers in conducting user research and usability evaluation for the company website.
  - Developed prototypes to strategize and plan the redesign of the main website and e-commerce site, focusing on streamlining online sales for merchants and effectively communicating the brand's value proposition to customers.
- **CONTENT CREATOR, C.A. JEWELERS, INC; CHICAGO, IL - (2019-2020)**
  - Expanded the customer base through the execution of editorial photography, retouching, and collaboration with the business owner to create compelling content.
  - Designed a portfolio for digital marketing purposes, showcasing the company's offerings and attracting potential customers.

## **VOLUNTEER EXPERIENCE**

- **RIVER RANGER, URBAN RIVER; CHICAGO, IL - (2023-PRESENT)**

Contribute to the conservation of the Chicago River by kayaking to remove trash, reporting on plant health and wildlife sightings, maintaining gardens, and supporting research on water quality and aquatic life.
- **PORTRAIT PHOTOGRAPHER, CELEBRATE WOMEN WORLD - (2020-PRESENT)**

Manages photoshoot, including crew, talent, and studio setup. Captures, enhances, and prepares high-quality images for print and online publication. Mentors published photographer, fostering growth. Chosen as cover image for a 2020 publication in International Women's Day publications worldwide.
- **DIVEMASTER CANDIDATE, LEARN SCUBA CHICAGO; CHICAGO, IL - (2019-2021)**

Provide scuba diving education to the public and youth. Assist as an adaptive diving buddy for accessible scuba diving experiences for individuals with disabilities. Promote underwater ecosystem conservation and education within the community. Support scuba education programs for Veterans and their families.
- **STUDENT ASSISTANT, FLAG INTERNATIONAL; US - (SUMMER 2015)**

Provided guidance to international students during the orientation process for the English and cultural exchange summer camp program. Assisted non-native English speakers in improving language skills. Organized activities promoting cultural exchange. Facilitated discussions to foster respect and appreciation for diversity. Collaborated with staff for program planning and ensuring a positive and enriching experience for all participants.