

# Natalie Lacroix

**Designer. Developer. Entrepreneur.**

Seeking a position where I can utilize my 5+ years of UI/UX design, web development, and leadership experience to create efficient websites with accessible and inclusive interfaces.

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☎ (808) 683-6994

🌐 the-nat-attack.github.io/portfolio

## Experience

### Senior Web Developer

2022 – Present

### User Experience/Web Specialist

2020 – 2022

#### Digital Experience Group

- Created rapid UX/UI prototypes of digital products, designed web and mobile interfaces, and developed API systems for web use.
- Conducted need finding, user surveys, focus groups, and UX testing for digital products of all types.
- Used an Agile approach during the concept, prototype and full-scale deployment phases of app development.
- Supervised and trained junior developers and designers accordingly.

### Co-Founder and Chief Marketing Officer

2020 – 2022

#### Reach Bar

- Developed the skills needed to bring new products, services, and technologies to market.
- Created logo, brand guide, and packaging for Reach Bar.
- Launched company, generated revenue, and raised funding.
- Participated in next step opportunities including a Summer Fellowship with the Connecticut Center for Entrepreneurship and Innovation.

### Project Manager and Coach

2020

#### University of Connecticut Werth Institute VentureWerx

- Led a team designed to help student entrepreneurs develop their startups.
- Conducted qualitative and quantitative market research.
- Oversaw all aspects of the project; coordinated communication between the team and client.
- Set deadlines, assigned responsibilities, and summarized progress of the project.

### Maker Specialist

2019 – 2022

#### University of Connecticut Innovation Zone

- Learned up to date operating procedures for on-site equipment including 3D printers, laser cutters, and power tools.
- Prepared and facilitated hands on skill-oriented demonstrations.
- Promoted innovation and entrepreneurship in learning communities and beyond.

## Education

### Master of Science

#### Integrated Design & Media

#### New York University

2022 – Present

### Bachelor of Arts

#### Digital Media & Design

**Concentration:** Web/Interactive Media Design

#### University of Connecticut

2018 – 2022

## Awards

### Academic

NYU IDM Award Spring 2023

UConn Dean's List

2021 Babbidge Scholar

2020 New England Scholar

Werth Innovator

### Pitch Competitions

Big East Startup Challenge

CCEI Summer Fellowship

Get Seeded Demo Day

Havyn Hatch(let)

## Skills

Adobe Creative Suite

Figma

GitHub

HTML & CSS

JavaScript

Node.js

Python

Video Production

Vue.js