

Natalie Lacroix

Designer. Developer. Entrepreneur.

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

✉ natalie.lacroix@gmail.com

☎ (808) 683-6994

🌐 the-nat-attack.github.io/portfolio

Experience

Senior Web Designer/Developer User Experience/Web Specialist Digital Experience Group

2022 – Present

2020 – 2022

- 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 Reach Bar LLC

2020 – 2022

- 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

Bachelor of Arts Digital Media & Design Concentration: Web/Interactive Media Design University of Connecticut

Awards

Academic NYU IDM Award 2023 & 2024 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