




# Adell “Natalie” Zdan

## UX Researcher

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## SUMMARY

I strive to keenly understand the problems facing users and to build user empathy across organizations in order to create intuitive, helpful, and scalable digital solutions.

## RECENT PROJECTS

Android app

### Spork

App that allows users to keep track of the restaurants they've visited and the dishes they've tried, and see statistical insights about their overall dining habits.

Web app

### PrepHub

Cloud storage service designed to allow teachers to do prep work more efficiently.

## RELEVANT EXPERIENCE

The First Church of Christ, Scientist

**Customer Success Coordinator** May 2019 - Present

- Democratized user research through training sessions, best practice guides, consultation, and observation
- Conducted and analyzed user research for various agile product teams

**Customer Service Associate, Language Services** Nov 2018

- Answer phone calls and emails in German and English
- Use different systems to find answers to customer questions

Chungdahm Learning, South Korea Jun 2017-Jul 2018

**Elementary Teacher, English as a Foreign Language**

- Taught English to Korean students using smartboard tech
- Designed teaching materials and lesson plans

NEI Global Relocation Dec 2015 - Jun 2017

### QA Analyst

- Tested code before it was pushed to production
- Wrote SQL reports for operations team
- Analyzed company-wide entries in internal database application

## EDUCATION

Bloc

**User Experience Design Apprenticeship**  
2018-2019

Principia College

**BA, Global Perspectives**  
2008-2012

## UX RESEARCH TOOLBOX

Surveys	User stories
Usability testing	User flows
Discovery interviews	Sitemaps
Card sorting	Sketching
A/B testing	Wireframing
Personas	Prototyping

## UX DESIGN PLATFORMS

Figma	Usability Hub
Sketch	Optimal Workshop
draw.io	Adobe XD
Invision	lookback.io
maze.design	Whimsical

## WEB DEVELOPMENT

HTML	JavaScript
CSS	jQuery
Git   Github	WCAG 2.0

## LANGUAGES

German (fluent)  
Spanish (intermediate)  
Korean (beginner)