

Natalie Aaronson

Creative and fast learning UX/UI Designer looking for work in a field focused on the female user. Track record of success as a Freelance Designer and personable User Researcher. Thrives on creativity, empathy, and aesthetics.

EXPERIENCE

“How to Not Feel like Sh*t” — *Writer, Designer, Creator*

2018 - PRESENT

- Researched, wrote, designed and iterated upon a journal which takes those living with disability/illness through a year of existing with chronic pain. Currently in Publishing.
- Surveyed over 300 users for this exercise in human understanding and problem solving.

predictaBill — *Material Designer & Marketing Consultant*

January 2019 - March 2020

- Analyzed user research to create 50+ designs that branded a launching start-up focused on healthcare transparency during pregnancy
- Created microcopy targeted to users by synthesizing research data

Freelance — *Branding Consultant*

December 2015 - March 2020

- Accelerated launching start-ups by defining their brand via platforms such as Upwork and Fiverr
- Customized 100+ designs for social media, web design, and logo design
- Coordinated constant client/artist communication, user understanding, and willingness to compromise

NYT “Get With the Times” — *Designer / Event Coordinator*

May 2016 - April 2018

- Conducted user research to design materials that would attract students to vastly different types of large-scale events
- Facilitated meaningful discussion between students and leaders in industry such as Hillary Clinton, Trevor Noah and Chelsea Handler by writing interview plans that made both students and speakers comfortable.
- Thrived under client-facing and high-stakes conditions alike.

PROJECTS

UX Case Studies — natalieaaronson.com

Please visit my portfolio website for examples of my work as a UX designer.

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UX Portfolio:

natalieaaronson.com

SKILLS

- Figma
- Adobe Creative Cloud
- Prototyping / Wireframing
- Code Conversational: CSS, HTML, JavaScript
- Miro
- User Personas & Empathy Maps
- Product Ideation
- Aesthetics
- Presentation Skills

EDUCATION

Washington University in St. Louis — *Bachelor's*

September 2016 - December 2021

Women, Gender and Sexuality Studies. Minors in Writing & Design

University of Denver — *UX/UI Bootcamp*

March 2022 - September 2022