

# NATALIA GORELOVA

PRODUCT DESIGNER (UX/UI) | P: 917.428.1318

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## WHY ME?

I'm a passionate Product Designer with a background working in fintech, consulting, hospitality and entertainment. As a result of my natural curiosity, past experiences and education in human sciences, I am a well-rounded and innovative creative with an infinite appetite for discovery and problem-solving.

## SKILLS

- Interaction Design
- Information Architecture
- User Research
- Card Sorting
- User Journey Mapping
- Persona Creation
- Usability Testing
- Heuristics Evaluation
- C & C Analysis
- Wireframes (low, mid, high)
- Prototyping
- Sketching
- Design Studio
- Affinity Maps
- Site Maps
- Design Presentations
- Lean UX and Agile Methodologies
- Problem Solving
- Strong Strategic & Analytical Thinker
- Cross-team Collaboration
- Design Workshops Facilitation

## TOOLS

Figma, Figjam, Sketch, InVision, Freehand, Slack, Trello, Jira, Confluence, Notion, Teams, Whiteboard

## EXPERIENCE

Sr UX DESIGNER | OCT 2019 - PRESENT ; ASSOCIATE CD | OCT 2021 - PRESENT

- Working with cross-functional teams of product managers, developers, copywriters, and UX researchers to deliver thoughtful solutions that address users' pain points.
- Creating low and high-fidelity wireframes for mobile and desktop apps by using the design system approach, leading design-thinking workshops, articulating design decisions to product owners and developers.
- Overseeing work of junior and mid level designers to guide, bring clarity, give feedback and constructive critique.

UX/UI MENTOR, RookieUp | JUNE 2021 - PRESENT

- Provide support and give constructive written and spoken feedback to UX students on their projects.
- Guide them on how to create compelling and thoughtful case studies and portfolios.

LEAD UX/UI DESIGNER, SPARK6 | 2019

- Led UX/UI design processes from user research and usability tests to high-fidelity clickable prototypes.
- Created mobile apps and web-based products for multiple startup clients.
- Communicated the design process and approach to my clients and other business stakeholders.

## UX DESIGNER, CHOISI | 2018

- Redesigned CHOISI's web experience to add eCommerce functionality and increase site engagement.
- Conducted research and usability tests to create low, mid and high fidelity wireframes.
- Delivered a clickable prototype to the client after a two-week sprint to present to the potential investors.

## PROFESSIONAL ACTOR AND MODEL | 2001-2017

- Rose to one of the highest-ranking models and actors in New Zealand, and was a recognizable face on television and in magazines. Has been globally featured in countless advertising campaigns.
- Conceptualized and strategized with the collaboration of directors, costume designers, and writers to deliver unique and interesting characters for TV, film and commercial work.

## RESEARCH INTERN, THE UNIVERSITY OF AUCKLAND | 2013

Project name: Protective Factors Impacting Maori and Pacific Student Success in Higher Education.

- Facilitated focus groups with ethnically diverse minority groups to gain a deeper understanding of their frustrations with the current education system.
- Generated research questions and analyzed the research results.
- Presented qualitative and quantitative research findings to the marginalized community of students at the University of Auckland.

## *PROJECTS*

### LEAD UX RESEARCHER | INTERACTION DESIGNER, MEUNDIES AR NATIVE APP | 2018

- Designed a mobile platform using emerging AR technologies to draw brick-and-mortar shoppers to MeUndies products online.
- Conducted extensive research, user interviews and testing which informed the decision of designing an innovative app that allows users to interact with the brand in a fun, fresh and engaging way.
- Iterated the designs according to usability test results.
- Delivered and presented a clickable prototype.

## *EDUCATION*

GENERAL ASSEMBLY — VISUAL DESIGN | 2019

GENERAL ASSEMBLY — USER EXPERIENCE DESIGN IMMERSIVE | 2018

THE UNIVERSITY OF AUCKLAND — BA IN SOCIOLOGY | 2009-2012