

Product Design Leader

Deep dives into user-centered design, public speaking, storytelling, workshopping, team leadership, and problem definition. Empowers teams to experiment and iterate, helping manage risks, focusing roadmaps on highest impact projects. Happily digs in and gets hands-on when needed.

Lead Product Designer and UX Strategist - Freelance

August 2002 – present, New York, NY

Helping companies identify opportunities to make the biggest impact, and helping execute a "design to test and learn" culture. Selected Clients include Governors Island, Equell, Kodak, USPS, NY Health and Hospitals, and Magnitude Capital

- Selected areas of concentration:
 - UX Journey Mapping, User Flows, IA, Strategy
 - Interaction design (wireframing, prototyping, visual design)
 - Workshopping
 - Heuristic reviews and strategic opportunity definition
 - Accessibility consulting
 - UX Research and analysis
 - Coaching and public speaking

Director of Product Design - BarkBox

October 2018 – April 2020, New York, NY

Led a team of 4 Designers across 4 product squads at a mid-sized ecomm startup delivering monthly subscriptions, wellness, and other retail product lines for dogs and their people

- Provided design mentorship, served as a champion for both craft and career development; creating operational space and organizational cover to help designers focus on executing their best work
- Led creation and evolution of our design system, Doggo, supporting of 4+ different brands under the Bark umbrella
- Spearheaded WCAG 2.1 ADA accessibility initiative, partnering with Development and outside experts on audit and remediation; created cross-functional and company wide workshops on how to be a better "a11y"
- Led DesignOps, creating processes and implementing tools to develop a more transparent and strategic approach to cross-functional product design
- Overhauled hiring process to improve skill assessment, aiming to decrease potential candidate bias and evaluate the things that really matter

Leadership

- Springboard UX/UI Mentor - Sept 2020-present
- Invision Design Leadership Forum Member - 2018-present
- DesignX Panelist 2019 (The Art of Selling Design)
- Prolific Design Meetup Speaker 2018 (Non-Traditional Career Paths)
- Thoughts, Musings, and Rants <https://medium.com/@natalieblair>

Awards

- Tigerspike Trust + Innovation Award, Winter 2016
- BigIdea Winner - NYC BigApps Competition nycbigapps.com Summer 2014

Tools

• **Design:**

- Sketch
- Figma
- InVision
- Zeplin
- Abstract
- Flinto
- Axure
- Omnigraffle
- Photoshop
- Illustrator

• **Research + Analysis:**

- Valdiately
- UserTesting.com
- Usability Hub
- Optimal Workshop
- Miro

• **Workflow + Admin:**

- Periscope
- Clubhouse
- Jira
- Basecamp
- Trello

Education

- UXDI - User Experience Design Immersive Program General Assembly (February-June 2014)
- Bachelor's Degree of Fine Arts, University of Wisconsin at Milwaukee

Senior Experience Design Lead - Prolific Interactive

May 2017 – October 2018, Brooklyn NY

Managed a team of 6 UX Designers at a mid-sized mobile-focused consultancy focusing on design, development, and growth strategy. Client projects included Copa Airlines, Tailored Brands (Men's Wearhouse/Jos. A. Bank), Epicured, Walmart, and TB12

- Led individual client project design teams ranging from 3-5 people from experience definition and heuristic evals, research and design, through dev and iteration
- Worked on designer resourcing with the Executive and Business Development teams for incoming and ongoing client projects
- Collaborated with Product Management on client RFPs on strategy, opportunity definition, and business development

Experience Designer - Tigerspike

June 2014 – 2017, New York, NY

Global digital solutions consultancy offering Product Discovery, Design, Development, and Growth Strategy; selected projects:

- **DIRECTV's NFL Sunday Ticket (2015-17 seasons)**
Design Lead on app projects across mobile, web, connected devices with DTV, NFL, Google, and Apple stakeholders; platforms included web, iOS and Android Tablets & Phones, Fire Tablet, Apple TV, Chromecast, Roku, Sony Playstation 4, XBOX, Apple Watch, and Amazon Fire TV
- **Estée Lauder - Aveda Flagship App (iPhone/Hybrid)**
Led Heuristic Analysis, and collaborated on creation of Visual Design and Interaction library for this hybrid iPhone app including rewards program, online store, in-store experience, and blog
- **Bambu - Crossbridge Connect (FinTech)**
Helped a small startup create the 1st Robo-Advisor tool in Singapore, helping them win Best Early Stage Startup Award at Next Money Fintech Finals '17 & reach Top 8 SuperCharger Fintech Accelerator 2.0 (HK)

President and Founder - Gotham Girls Roller Derby, NFP

May 2004 – June 2014, New York, NY

NY's only roller derby league offering games, training, and youth leagues - Managed administrative arm with a board of 18 reports, each with 3-8 committee members each

- Increased revenue 5x year on year by spearheading new programs including Basic Training, Recreational, Junior arms of league
- Led migration and growth from a \$150k/yr LLC to a \$440k/yr NFP 501(c)3 org in NY state.