NATALIE FORMAN

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EXPERIENCE

Industry Dive

Director of Product Design | June 2020 – Present

- Oversee company-wide product design strategy and lead the product desgin team in solving challenging and complex user problems for 26+ B2B publications.
- Establish standard, processes and strategy for all steps of the product design cycle, from discovery, to problem validation, ideation, and implementation support.
- Collaborate with the VP of Product and VP of Engineering on the product roadmap and optimizing collaboration between our teams of 20+ individuals.
- Strategize with our Marketing and Data team to measure success of design iterations and research our target readers and clients through surveys and user interviews.
- Ensure high level product design execution through hiring, coaching, and the development of craft and soft-skill training programs for individuals.

Senior Product Designer | September 2019 – June 2020

Product Designer | December 2018 – September 2019

- Conduct UX research through user interviews, stakeholder workshops and data aggregation to refine project requirements and determine next steps.
- Design mockups for new product features and annotate them for engineering handoff. Iterate on designs based on team critiques and stakeholder feedback.
- Create a design system by defining components, writing documentation and technical implementation. Establish an internal site to ease collaboration between the engineering and design team.
- Plan and facilitate workshops with senior executives to define product strategy.

Front-End Designer | May 2017 – December 2018

Front-End Design Intern | May 2016 – August 2016

Center for Teaching, Research and Learning, American University

Graphic and Web Design Specialist | January 2016 – May 2017

- Designed print collateral for conferences of over four hundred people.
- Developed logos and advertising materials for programs targeted at over eight hundred faculty members.
- Increased traffic to website through page optimization and banner image design.

NASDAQ

Nasdaq.com Web Design Intern | May 2015 – August 2015

- Created HTML mock-ups of pages as well as redesigned and coded already existing web-pages for a site that reaches millions of people a year.
- Implemented third-party JavaScript widgets and revised them to be consistent with the website design and company brand.
- Critiqued and redesigned the CSS Style Guide and developed a consistent, clean style.

EDUCATION

American University, College of Arts and Sciences
Washington, DC

BS Computer Science
BA Graphic Design
Minor Mathematics

GPA: 3.93, University Honors Program

SKILLS

- User research
- Information architecture
- Workshop facilitation
- Prototyping
- Wireframing
- Documentation
- Visual design
- High-fidelity mockups
- Interaction design
- Javascript
- CSS3
- HTML5
- Git