Natalie Blair

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Senior UX & Design Leader | Strategic Experience Director | Accessibility Advocate

UX design leader with 15+ years' experience in education, publishing, eCommerce, and media. Currently leads a 15-person team at Scholastic across UX, UI, Research, and Marketing. Skilled in design systems, cross-functional alignment, and digital transformation. CPACC-certified, with a focus on inclusive, learner-centered design. Known for growing design maturity, mentoring teams, and solving complex problems with empathy and data.

Leadership & Certifications

- Certified Professional in Accessibility Core Competencies (CPACC) from IAAP - International Association of Accessibility Professionals

- Guest Lecture, NYU Center for Publishing and Applied Liberal Arts - Topic: Collaboration Tools and Ideation

- Invision Design Leadership Forum Member - 2018-present

- Springboard UX/UI Mentor - 2020-2021

- DesignX Panelist 2019 (The Art of Selling Design)

- Prolific Design Meetup Speaker 2018 (Non-Traditional Career Paths)

Awards:

- Tigerspike Trust + Innovation Award, Winter 2016

- BigIdea Winner - NYC BigApps Competition nycbigapps.com Summer 2014

Experience:

Scholastic, Inc.
Director of Experience Design, Digital Services

New York, NY | Aug 2021 – Present

Leads a team of 15 across Research, UX/UI, Marketing, and Social Media Design, supporting eCommerce, as well as enterprise solutions.

- Spearheads strategic initiatives including identity, loyalty, and stored value platform overhaul; redesigned CS ecosystem across 11 business units, reducing service touchpoints and improving user satisfaction.

- Champions accessibility as a CPACC-certified advocate; lead organization-wide education, policy, and implementation of inclusive design standards.

- Directs evolution of our cross-platform Enterprise Design System, scaling design consistency and team efficiency.

- Partners cross-functionally with Product, Engineering, and Business stakeholders to align UX strategy with business and learner needs.

Nerd Street Gamers
Founding UX Designer and Practice Lead

Remote - NYC and Philadelphia | Nov 2020 – Aug 2021

Founding UX design for early-stage esports platform, creating accessible, scalable solutions for remote tournament play and player registration during Covid when in-person events were paused.

- Collaborated closely with Product and Engineering to define MVP, wireframes, and end-to-end user flows.

- Conducted rapid user research and testing to validate product direction and reduce friction in high-stakes, time-sensitive workflows.

- Advocated for inclusive design practices and ensured accessibility was embedded early in product development.

Lead Experience Designer & UX Strategist

Various Clients | 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 Getaway.house, CreatorBox, Governers Island, USPS, NY Health and Hospitals, and Magnitude Capital

Skills & Tools

- **Design**
  Figma
  Sketch
  Zeplin
  Adobe Creative Suite
  Flinto
  Axure
  Omnigraffle

- **Research + Analysis**
  UserTesting.com
  Mouseflow
  Valdiately
  Usability Hub
  Optimal Workshop
  Adobe Analytics
  Qualtrics

- **Workflow + Admin**
  Jira
  Asana
  Clubhouse
  Basecamp
  Trello

Education

- UXDI - User Experience Design Immersive Program General Assembly (Graduation in June 2014)

- Bachelor's Degree of Fine Arts, University of Wisconsin at Milwaukee

BarkBox
Director of Product Design
Sept 2018 – March 2020 | Brooklyn, NY

Led a team of 5 designers across 5 squads at a fast-paced eCommerce startup providing dog-related subscriptions and retail products.

- Worked closely with marketing, content, and CX to align product design with user needs and business goals in a fast-paced, mission-driven environment.
- Championed inclusive design by leading accessibility audits and education programs cross functionally and across brand silos
- Launched Doggo Design System and led DesignOps initiatives to improve cross-functional transparency and design tooling.
- Overhauled hiring and mentoring programs, increasing team diversity and design quality.

Prolific Interactive (Acquired by WeWork in 2019)
Senior Experience Design Lead
May 2017 – Oct 2018 | Brooklyn, NY

Led and mentored a team of 6 UX Designers at a mobile-focused consultancy delivering product design and growth strategy for clients across travel, retail, healthcare, and sports.

- Directed UX efforts for brands like Copa Airlines, Walmart, Tailored Brands, and TB12—overseeing discovery, research, experience definition, and iterative product delivery.
- Collaborated with cross-functional teams (Product, Engineering, BD) on strategy, user journey mapping, heuristic evaluations, and MVP definition.
- Spearheaded a full overhaul of designer resourcing and staffing process, improving team utilization and project scoping across the studio.
- Partnered with executive leadership to shape RFP responses, define project vision, and pitch UX strategies to C-level client stakeholders.

Tigerspike (now Concentrix)
Experience Designer
June 2014 – May 2017 | New York, NY

- Designed cross-platform digital experiences for Fortune 500 clients in media, beauty, finance, and hospitality sectors.
- Led UX design for NFL Sunday Ticket and DIRECTV apps across mobile, web, and connected devices (iOS, Android, Roku, Apple TV, PS4, Xbox, Apple Watch).
- Designed the flagship Aveda iPhone app, bringing in-store luxury to mobile with intuitive, brand-aligned UX.
- Delivered touchscreen POS experience for MenuPad in QSR environments, streamlining ordering and efficiency.