

Director of Product Design

A lover of user-centered design with deep dives into storytelling, interaction design, information architecture, problem definition, workshoping, evangelism, and team leadership

Senior Experience Designer Prolific Interactive

May 2017 – present, Brooklyn NY

Mid-sized mobile-focused consultancy focusing on design, development, and growth strategy

Roles: Led product teams ranging from 3-5 people from design, dev, and product strategy; solo projects - experience definition, heuristic evals, and business development; manages full UX department (3 Base and 2 Senior reports); selected projects include:

- **Copa Airlines**
Lead UX designer on a redesign of the responsive web check-in process for a leading Central and South American airline. Contributions - new taskflows, IA, sketching/prototyping, new boarding passes (print, mobile, PKPasses) content and structure
- **Tailored Brands (Men's Wearhouse/Jos. A. Bank)**
Lead UX Designer on a responsive menswear tux rental and ecommerce site; contributions - strategy, new IA, wireframing, prototyping, usability testing, card sorting

Experience Designer Tigerspike

June 2014 – 2017, New York, NY

Digital solutions consultancy offering Discovery, Design, and Development; Apple Mobility Partner, Google Certified Partner, and an AWS Global Advanced Consulting Partner.

Roles: Worked solo, in teams, and in leadership roles, collaborating with clients and developers to define, design, and implement feasible, user-friendly solutions across diverse digital media platforms and devices - selected projects include:

- **DIRECTV's NFL Sunday Ticket (2015-17 seasons)**
Design lead on apps across mobile, web, and large suite of connected devices. Collaborated on product strategy with high level stakeholders within DTV, NFL, Google, and Apple
- **Bambu - Crossbridge Connect**
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)
- **Estee 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

Awards

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

Education

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

Platform + device expertise

Responsive Web

Tablet & Phone

iOS 10

Android

Fire Tablet

Web & Hybrid Apps

Connected Devices

Apple TV

Chromecast

Roku

Sony Playstation 4

XBOX

Apple Watch

Amazon Fire TV

Tools

Design & Prototyping

Sketch

Omnigraffle

Invision

Illustrator

Adobe XD

Keynote

Photoshop

InDesign

Axure

Proto.io

Visio

Basic HTML/CSS

Workflow

Zeplin

Optimal Workshop Tools

StoriesOnBoard

Jira

Asana

Basecamp

Confluence

Trello

**Product Designer + Strategist, Organization Consultant
Freelance**

August 2000 – present, New York, NY

Selected Projects

- **Governors Island App** (“Team Culture Island”)

Summer, 2014

BigIdea Winner - NYC BigApps Competition

nycbigapps.com

Interaction designer on a small team. Collaborated with NY’s Governors Island to create a wayfinding and discovery app featuring geolocation, event and ferry schedules, island audio tours. - all connected through a beacon network helping visitors and vendors connect.

- **Magnitude Capital**

Spring 2015

Concept Sprint with the client and 2 developers to define the Experience and create User Personas to work with. Our concepting resulted in an interactive web tool allowing potential investors compare investment alphas across different benchmarks, helping Magnitude convince new clients to invest with them

**Founding Member, Skater
Gotham Girls Roller Derby, NFP**

New York, NY

One of 6 founding members - helped create & promote a virtually unknown sport on both the local, national, and international scene. At departure, the league was 120 members strong, selling-out monthly games, live switched & broadcasted for TV in NY & NJ on the NYC Life Channel.

Vice President (2012-2014)

- Spearheaded new programs including Basic Training, Recreational, Junior arms of league; League Spokesperson

President (2007-2012)

- Lead growth and migration from a \$150k/yr LLC to \$350k/yr NFP, 501(c)3 org.
- Managed 120 all-volunteer league members across creative, PR/Marketing, event production, finance, athletic, and sales departments (18 direct reports, each with 3-8 committee members each).

Media & Marketing Manager (2004-2007)

- Created internal PR training program, adapted by many other league including the International Women’s Flat Track Derby Association (wftda.com).

Senior Experience Designer

A lover of user-centered design with deep dives into storytelling, interaction design, information architecture, problem definition, and team leadership

Senior Experience Designer Prolific Interactive

May 2017 – present, Brooklyn NY

Mid-sized mobile-focused consultancy focusing on design, development, and growth strategy

Roles: Worked on and led product teams ranging from 3-5 people from design, dev, and product strategy, solo projects for experience definition, heuristic evals, and business development; currently managing 5 direct reports - selected projects include:

- **Copa Airlines**

Lead UX designer on a redesign of the responsive web check-in process for a leading Central and South American airline. Overhaul included new taskflows, architecture, visual branding, and brand new boarding passes (print, mobile, PKPasses)

- **Robern - a Kohler Company**

Led a project team of 5 doing opportunity discovery, prototyping, and delivery of a proof of concept for an interactive mirror (with on-mirror and custom app interfaces) for a high-end bathroom fixture company

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- Bachelors of Fine Arts, University of Wisconsin at Milwaukee

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.

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

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 Getaway.house, Governors Island, 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

Experience Design Leader - Brooklyn, NY

Deep dives into building empowered, user-centric creative teams, cross-functional partnerships, digital accessibility, getting everyone on the same page. Turns huggable nuggets from research into actionable design principles, balancing business and user goals. IDs and validates assumptions to manage risk, focusing roadmaps on solving highest impact problems and decisions for MVPs and beyond.

Experience Design Director - Scholastic, Inc.

August 2021 – Present, New York, NY

Leads full 15-person creative team across Product Design, Research, and Visual Design for the Digital Services dept. Drives transformative unification efforts across various business units (Book Fairs, Book Clubs, Trade, Corporate, Magazines+, Education Solutions, etc.); Spearheads initiatives that promote digital accessibility, define and expand a unified cross-platform Enterprise Design System, and advocates for user-centered design to support educators, parents, and striving readers of all ages

UX Design, Practice Lead - Nerd Street Gamers

November 2020 – August 2021, New York, NY

Founding Designer at an early-stage startup helping to make esports more accessible with remote tournament application solutions

Lead Experience 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 Getaway.house, Governors Island, USPS, NY Health and Hospitals, and Magnitude Capital

Director of Product Design - BarkBox

October 2018 – April 2020, New York, NY

Led a team of 5 Designers across 5 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; Overhauled hiring process to improve skill assessment, aiming to increase diversity and avoid bias
- Spearheaded accessibility audit/remediation, partnering with Development and outside experts; led cross-functional education
- Led creation of the Doggo design system and led DesignOps, creating processes and implementing tools to strategically develop a more transparent approach to cross-functional product design

Leadership

- Springboard UX/UI Mentor - 2020-2021
- 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
- BigIdea Winner - NYC BigApps Competition nycbigapps.com Summer 2014

Tools

- **Design:**

Figma
Sketch
InVision
Zeplin
Abstract
Flinto
Axure
Omnigraffle
Photoshop
Illustrator

- **Research + Analysis:**

UserTesting.com
Valdiately
Usability Hub
Optimal Workshop
Miro

- **Workflow + Admin:**

Jira
Asana
Clubhouse
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
- Overhauled designer resourcing process with Executive and Business Development teams for scoping 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 Discovery, Design, Development, and Growth Strategy; selected projects included leading design on NFL Sunday Ticket and DIRECTV app projects across mobile, web, connected devices for web, iOS and Android, Apple TV, Chromecast, Roku, Sony Playstation 4, XBOX, Apple Watch, and more; the Aveda Flagship App (iPhone), an intranet for Lazard Asset Management, MenuPad QSR POS system, and more

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.