

## 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.

## Leadership

- 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)
- Thoughts, Musings, Rants: <https://medium.com/@natalieblair>

## Awards

- Tigerspike Trust + Innovation Award, Winter 2016
- BigIdea Winner - NYC BigApps Competition [nycbigapps.com](http://nycbigapps.com) Summer 2014

## Experience Design Director - Scholastic, Inc.

August 2021 – Present, New York, NY

Leads full 18-person creative team across Product Design, Research, and Marketing Visual Design for Digital Services; 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 implements user-centered design processes to support educators, parents, and striving readers

## 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 & 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

## 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.