

# Natalie Duerr



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natalieduerr.github.io

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## Experience

### **Stash Product Designer**

NOVEMBER 2023 – OCTOBER 2024

Created My Goals feature to provide personalized financial advice to everyday Americans. Led exploration exercises with leadership, conducted discovery research and usability testing, and designed multiple iterations as product shipped. The project led to a 300% increase in usage compared to the old experience, and 24.6% of goals resulted in the user creating a recurring deposit, a key company metric. Additionally, consolidated three separate money movement experiences into one new transfer experience, simplified from six to two screens.

### **Drift Product Designer**

MARCH 2022 – OCTOBER 2023

Discovered new areas of innovation for Drift's customer-facing widget while taking tactical steps to improve user experience immediately. Partnered closely with Product Managers, Engineers, and Leadership to design an experience that met users' expectations, engineering restraints, and Leadership's goals. Prepared presentations for various stakeholders to communicate decisions and progress consistently.

### **Associate Product Designer**

JUNE 2021 – MARCH 2022

Spearheaded designs to integrate an external Conversational AI platform into Drift's main application. Partnered with Product Managers and Engineers to scope work into smaller deliverables. Developed a team-based approach to QA testing to deliver faster, higher-quality ships.

### **Product Design Co-op**

JULY 2020 – DECEMBER 2020

### **Bevspot Junior Designer**

JULY 2019 – APRIL 2020

Contributed to a small, fast-paced design team on both product features and marketing for a SaaS company. Created user flows and applied visual designs to an e-commerce feature that integrated with the world's largest food distributor. Worked on various projects ranging from research, user experience design, visual design, to front-end development.

## Expertise

Figma, Adobe Creative Cloud, User Research, HTML, CSS/SCSS, React

## Education

### **Northeastern University**

BFA in Design with a focus in Interaction Design

Minors in Computer Science and Art History

## Interests

Watching films, knitting, perfecting my matcha latte recipe