

Natalie Giudici

UX/UI Designer / Graphic Designer

Dover, NH | natgiudici@gmail.com | www.nataliegiudicidesign.com | www.linkedin.com/in/nataliegiudici-design

UX/UI Designer with a combined 10 years of experience in UX, graphic design, web design and marketing, specializing in creating user-centered digital experiences, leveraging a results-driven, analytical mindset to collaborate with cross-functional teams, delivering intuitive, elegant designs that drive user engagement and business success.

SKILLS:

UX/UI, product design, Figma, Adobe Creative Suite, prototyping, wireframing, information architecture, user research, usability testing, A/B testing, data visualization, UX writing, taxonomy, iterative testing, content strategy, journey mapping, cross-functional collaboration, responsive design, quantitative & qualitative analysis, persona development, design systems, motion design, visual design, HTML familiarity

UX DESIGN PROJECTS:

Consumers Energy Customer Segmentation Data Microsite Client Project | Lead UX/UI Designer | Oct 2023 - May 2024

- Collaborated with developers to successfully design, prototype (Figma), and launch a customer segmentation data microsite, enhancing internal data accessibility and decision-making for Consumers Energy, Michigan's second largest utility company
- Delivered a user-centric platform that transformed complex customer segmentation data spanning 60+ slides into an accessible and actionable resource, enhancing decision-making across teams
- Authored a detailed written case study for the Consumers Energy microsite, showcasing the design process, challenges, and impactful results

Crieve Hall Bagel Co. site Client Project | Researcher & Lead UI Designer | Jan 2023

- Established a compelling digital brand presence for Crieve Hall Bagel Co., strategically aligning with their unique value proposition to drive increased sales and customer visitation
- Led user interface design efforts to craft a cohesive and engaging brand experience, enhancing usability, and visual appeal, resulting in a 63.6% increase in survey respondents' reported likelihood of visitation

Ilana.uk Black Luxury Fashion site Client Project | Scrum Master & Client Liaison | Nov – Dec 2022

- Partnered with the Ilana team in an agile development environment to enhance the user experience, reduce drop-off rates and increase platform engagement
- Led UI design efforts to refine and elevate brand representation, aligning the digital experience with Ilana's luxury fashion identity and resonating with their target audience
- Contributed to user research initiatives by seeking out interviewees, conducting interviews, and leveraging insights to inform data-driven design improvements to boost user retention and satisfaction
- Facilitated seamless communication between stakeholders and development teams, managing client meetings and ensuring timely delivery of project goals and alignment with client expectations

GEICO SafetyPatrolinfo.com Survey Site Client Project | Lead UX/UI Designer | Jun – Aug 2021

- Led the end-to-end design process under a tight six-week deadline, collaborating as the sole designer with two developers to create a survey site distinct from the previous sponsor's version (State Farm)
- Conducted heuristic analyses of the legacy site to identify usability improvements and inform a user-centered redesign tailored to SafetyPatrolinfo.com's goals
- Leveraged GEICO's brand guidelines and conducted an extensive design analysis of their digital presence to ensure the new site aligned seamlessly with GEICO's visual identity and user expectations
- Facilitated regular progress meetings with key stakeholders, integrating feedback and edits to deliver a final product that met organizational and user needs

GoVote Concept Mobile App | Lead UI Designer | Nov – Dec 2022

- Designed a polished concept mobile app aimed at empowering and educating US voters, enhancing civic engagement and access to voting resources, while demonstrating potential to improve voter participation
- Spearheaded the UI design process, from initial sketches to creating a logo and cohesive UI elements, establishing a visually compelling and user-friendly brand identity
- Collaborated on research initiatives, leveraging user insights and data to drive informed design decisions that prioritized usability

Yelp Trip Itinerary Concept Site | Scrum Master & Lead UI Designer | Nov – Dec 2022

- Designed an innovative trip itinerary creation feature to enhance Yelp's user experience, enabling users to plan, organize and share trips within the platform
- Conducted and synthesized user interviews, uncovering actionable insights that drove data-informed design decisions and ensured the feature met user needs
- Led UI design efforts, crafting a visually engaging prototype that maintained brand consistency while introducing new functionality to seamlessly integrate with and expand Yelp's existing capabilities

RELEVANT EXPERIENCE:

Vital Design | Visual Designer | Remote (Contract) | Portsmouth, NH | Mar 2025 – Present

- Design various forms of client collateral including social post graphics, eBooks, etc.

Bellomy Market Research | UX/UI Designer | Remote | Winston-Salem, NC | Oct 2023 – Jan 2025

- Collaborated with developers to successfully design, prototype, and launch a customer segmentation data microsite, enhancing internal data accessibility and decision-making for Consumers Energy, (Michigan)
- Authored a detailed written case study for the Consumers Energy microsite, showcasing the design process, challenges, and impactful results
- Contributed to the design and development of the Bellomy website and various client websites, ensuring visually compelling and user-centric designs while supporting developers with content updates
- Designed and delivered company marketing collateral, including graphics, business cards, LinkedIn content, and blog posts, aligning with Bellomy's brand strategy to improve external communication
- Supported Bellomy's client research efforts by creating data visualizations, presentation graphics, and other collateral, driving better insights and storytelling for clients

General Assembly | User Experience Design Student | Sep 2022 – Dec 2022

- **Completed 500+ hours of expert-led instruction in UX/UI design**, focusing on industry-leading tools and methodologies like prototyping, wireframing, user research, and usability testing, gaining hands-on classroom and client experience in both individual and collaborative settings
- Successfully completed six real-world UX projects, applying design thinking, user-centered design, and iterative processes to solve complex problems and deliver high-quality solutions
- Demonstrated ability to lead and collaborate with cross-functional teams, integrate user feedback, and conduct thorough research to inform design decisions, ensuring outcomes aligned with user needs and business goals
- Gained practical experience in various forms of user testing and data-driven design to enhance usability and accessibility in all projects, preparing for a seamless transition into professional UX roles

Travelers Marketing | Graphic Designer | Natick, MA | Jul 2019 – Sep 2022

- Led and initiated a company rebrand, collaborating with key stakeholders to create a cohesive visual identity and design system aligning with corporate goals, improving brand recognition across all touchpoints
- Ensured brand continuity across all digital and print formats, including website design, logo, graphics, business cards, media kits, executive summaries, reports, presentations, proposals, and RFPs, consistently delivering high-quality, on-brand materials for internal and external use
- Collaborated with third-party engineering developers and stakeholders to design and streamline the SafetyPatrolinfo.com website for GEICO, improving user engagement and satisfaction by adhering to brand guidelines and focusing on usability to create a user-friendly design
- Designed and prototyped a 3D bi-fold packaging design for a public-private sponsorship opportunity, effectively conveying program impact to the White House Administration
- Worked within cross-functional teams to conduct research, gather data, and provide sales with insights and statistics, enabling strategic discussions that effectively showcased program value to clients and partners
- Produced numerous mockups and visuals for product displays and advertisements, ensuring marketing materials resonated with target audiences and aligned with the company's brand

Travelers Marketing | Marketing Communications Associate | Sep 2015 – Jun 2019

- Led and conducted Microsoft Office tutorials, improving time efficiency and productivity by enhancing employees' proficiency in key software tools, empowering them to work more effectively
- Performed complex CPM and tax calculations in Microsoft Excel for the sales team's rate cards, ensuring accurate and timely pricing structures that supported revenue generation and strategic pricing decisions
- Designed marketing collateral under tight deadlines, providing the sales team with high-quality materials, enhancing client presentations and helping to secure new business opportunities
- Photographed and edited employee headshots, contributing to a professional and consistent brand
- Captured and edited photos at various product launch events which were featured in recap reports distributed to Fortune 500 clients, elevating the company's professional image

EDUCATION:

UX Design Certification | General Assembly | Remote

Bachelor of Arts in Graphic Design | High Point University | High Point, NC | Aug 2011 – May 2015