

Nathalie Marshall-Rodriguez

📍 Chicago, IL • (910) 224-3954 • nathaliexdesigns@gmail.com • [LinkedIn](#) • [Portfolio](#)

PROFESSIONAL SUMMARY

- Design expert with 7 years of diverse experience passionate about improving how humans interact with the world—whether through virtual reality, touch screens, wearable technology, or intuitive web and app designs.
- Bilingual in English and Spanish –Willing to work individually, on a team, or as a team lead. Open to full-time opportunities with strong weekday availability and a class schedule that requires minimal adjustments twice a month.

PROFESSIONAL EXPERIENCE

UX/UI Designer, Co-Founder, Executive Coordinator, Hybrid
Latinx LIFE

August 2018 - Present

- **Lead the UX/UI design team, managing 1–3 designers** annually for 5 years.
- **Conducted UX research** pre- and post-events to analyze attendee experiences and how users interacted with the website, using findings **to enhance future event planning and website functionality.**
- Oversee website and email platform design while **guiding team members in accessibility, wireframing, spacing, typography, and core UX/UI principles** to ensure cohesive and user-centered outcomes.
- **Organize impactful events** focused on health, civic engagement, and education **by coordinating with vendors, designing event layouts, and running marketing campaigns** on Eventbrite, Facebook, and Google. Created dedicated event webpages with detailed information and ticketing options to **streamline attendee registration.**
- **Secured 5 digit funding budgets through grant writing and fostered partnerships** with community stakeholders, enabling sustainable operations and program development.

Google & Amazon Advertising Consultant, Remote
Allied Digital Strategies (in partnership with Skai formerly Kenshoo)

May 2023 - Present

- Conduct comprehensive analysis of sales trends via SQL and DSP metrics across Google and Amazon platforms, **presenting actionable insights to stakeholders to enhance operational efficiency via data-driven insights.**
- **Optimize paid media campaigns** utilizing Skai's AI platform to enhance Google and Amazon advertising campaigns **for multimillion-dollar brands** like Bayer, **driving measurable ROI** and improving campaign performance.
- **Participate in weekly UX/UI design research sessions** led by Skai, to provide insight as a daily user of the platform for multiple accounts.
- Lead account performance reviews, **delivering detailed reports and strategic recommendations that boosted client outcomes** across multiple platforms.
- **Strengthen Allied Digital Strategies' client acquisition pipeline** by managing email outreach to leads, increasing the conversion rate of introductory meetings.

Nathalie Marshall-Rodriguez

📍 Chicago, IL • (910) 224-3954 • nathaliexdesigns@gmail.com • [LinkedIn](#) • [Portfolio](#)

Share Scoops, Remote

March - April 2023

UX Researcher, Writer, + UI Designer

- **Worked directly with CEO and developers** on UX/UI strategy to create prototype **deadlines for beta testing launch**
- **Redesigned interface** of the mobile application's educational content page with 2 other UI Designers
- **Created an array of "language + tone choices"** and tested them in a UX Writing Survey to **find language that increases generating leads**
- Oversaw remote **usability testing** on high fidelity prototype which lead to design iterations

University of South Florida, Remote

Jan 2022 - May 2023

Design Fellow

- **Mastered skills in UI/UX design, UX research, usability testing, prototyping, and wireframing**
- **Conducted remote/in-person user research** with screener surveys, user interviews, and guerilla testing
- Used Canva, **Figma**, and Squarespace to build a portfolio
- Synthesized primary research by **affinity mapping** and created empathy maps and user flows with **Miro**
- **Designed high-fidelity prototypes** on Figma and **performed accessibility audit** on light weight design system

Bliss Wellness Market, Hybrid

June 2021 - April 2023

Digital Media Manager

- **Created event, promotion, and educational email campaigns** with an average opening rate of 25%
- **Increased social media engagement** 300% with a combined following of 24,000 from Facebook & Instagram; focusing on education and entertainment
- Collaborated with local cycling studio to host a sold out LGBT charity health event by **optimizing cross-channel funneling**
- Strategized retail and event **text message marketing** for a list of over 11,000 subscribers
- Created digital video and static image campaigns that could be **repurposed across platforms**

EDUCATION

Northwestern University, Evanston, IL

Present

Master of Product Design & Development Management

University of South Florida, e-Learning

May 2023

UX/UI Certification Bootcamp Program

University of North Carolina at Greensboro, Greensboro, NC

August 2017

Bachelor of Science in Kinesiology & Dance Minor