NATALI AROCHA

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DESIGNING FOR
BRANDED EXPERIENCES

——— EXPERIENCE & EDUCATION ———

1YR 10MO

UX Architect, SMITH
August 2012 – Present   Seattle, WA

Lead, design, and produce high-quality, scalable user-centered design projects, from concept and strategy to completion. Manage all aspects of user experience design delivery, including the production of wireframes, sitemaps, interactive prototypes, user testing, user flows, heuristic evaluations, and responsive designs.

1YR 9MO

UX Designer III, iLink Systems
December 2010 – August 2012   Redmond, WA

Led the design process from planning and concept forward into development stages. Worked on a range of Windows Phone and Windows 8 projects. Creatively generated problem-solving solutions while delivering superior-quality visuals.

5YR 11MO

UX Designer and Consultant, Creavi
October 2006 – August 2012   Seattle, WA

Created design solutions for multiple online products and interactive experiences. Produced high-fidelity designs, wireframes, and user journeys. Prepared detailed specification documents and production-ready assets.

2YR 3MO

Designer, Visual Ventures
September 2008 – November 2010   Kenmore, WA

Delivered high-quality websites for customers in a fast-paced, deadline-driven environment. Supported the production and maintenance of ongoing projects and produced interactive experiences, impactful brands, and marketing materials.

1YR 6MO

Web/Graphic Designer, ERG8, Inc
April 2005 – September 2006   Miami, FL–Seattle, WA

Produced corporate websites, microsites, online applications, brand identities, packaging, and promotional pieces for a wide range of clients.

1YR 5MO

Designer, Spa Hospitality Worldwide
December 2003 – April 2005   Miami, FL

Provided brand identities, web designs and HTML/CSS development for clients in the spa and hospitality industry.

4YR

Stanford University, Human Computer Interaction Class
2012

Miami Dade College, Continuing Education
2004 – 2005

University Institute of Technology, Graphic Design
2001 – 2003

I do **UX/IxD**

Information architecture
Wireframing
Prototyping
User flow design
Brainstorming and ideation
Contextual inquiry
Personas and scenarios
Usability testing
Design audit
Heuristic evaluations

And also **UI/Visual**

Design mockups
Data visualization
Art direction
Identity development
Concept development
Asset production

For these **Applications**

Mobile
Windows Phone
Windows 8
iPhone
iPad
Android

Desktop
Websites
Responsive web design
Web-based applications
eCommerce