# Natalie Wiesehuegel

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**UX Designer**

*I believe in data-driven design to find the right solution that maximizes accessibility and empowers users.*

## Experience

02/17- Present

### FREELANCE UX DESIGNER

**ALEC**
Develop wireframe concepts for landing pages to gauge interest in startup product. Wireframe dashboard to begin to conduct usability testing. (This role is still being defined)

**UX IN ATX**
Worked with a team to design a website for a community of Designers to exchange experiences, build peer to peer support, and discover and consume continuing education. Conducted user interviews and surveys. Co-created the style guide, high fidelity prototypes, redlines and annotations for developer hand-off.

**Dragonfly Aerial Solutions**
Worked with owner to build logo and business branding. Developing improved website, visual presentation, and content management. Future developments include flight operations management application.

### The University of Texas, College of Fine Arts

Monitored 100+ sites for usability issues. Conducted research and analytics to improve user interface and experience.
**School of Design and Creative Technology site redesign**- Developed and executed a research plan, by conducting and incorporating stakeholder and user surveys, competitor analysis, contextual interviews, and user testing. Led empathy & journey mapping workshop for stakeholder. Worked with content owner to improve user experience which increased traffic by 20% in one month.
**Mesoamerica Center**- Led small design team in redesigning the Center's site. Simplified the information architecture to improve content management.

**Loanables.com**
Conducted comparative and competitive analysis and user interviews to identify key user obstacles. Designed and tested wireframes and high-fidelity mock-ups to visually optimize content, trust and usability, thereby increasing conversions by 50%.

## Education

N/Ng UX Certification 2020
GA UX Certification 2017
BFA The University of Texas, Austin
*currently working on
IAAP CPACC certification

## Software

- Adobe XD, Illustrator, Photoshop
- Sketch
- Figma
- INvision

## Skills

Usability Research
Wireframes
Personas
User flows
Heuristic reviews
Journey Mapping
Usability Testing

## Volunteer Work

WW Women's Lacrosse,
PTA: CCE, GMS, WWHS
Project Graduation
Girl Scouts of America
Newcomers Club of Mexico City,
ASFMX