

Natalie Zauhar

UX RESEARCH & DESIGN

804-245-9273 | NZAUHAR@UMICH.EDU
IDIDMYBEST.CO

EDUCATION

University of Michigan 2019

M.S. CANDIDATE, UX RESEARCH & DESIGN

Courses: Needs Assessment & Usability Evaluation, Contextual Inquiry, Advanced AR/VR Development Graphic Design, Consumer Health Informatics, Advanced Marketing Analytics

University of Virginia Spring 2011

SEMESTER AT SEA, GLOBAL COMPARATIVE STUDY

Visited and conducted ethnographic research in twelve countries of varying economic development, political systems & diverse cultural values

Virginia Commonwealth University 2011

B.I.S., GLOBAL BUSINESS

SKILLS

User Research Methods

- Interviews
- Surveys
- Usability Testing
- Field Research

Interaction Design

- Personas
- Information Architecture
- Wireframes
- UI Design
- Prototyping

TOOLS

Sketch & Figma

Photoshop

Illustrator

Unity

SPSS

Google Analytics

HTML

CSS

JavaScript

JQuery

Python

WORK EXPERIENCE

University of Michigan 9.17-12.19

LEAD GRADUATE STUDENT INSTRUCTOR 8 mos

GRADUATE STUDENT INSTRUCTOR 1 yr 4 mos

Promoted to a newly developed senior role to streamline teaching across 8 discussion sections

- Trained and managed an instructional team of 8
- Facilitated the growth & development of 25-65 undergraduate students
- Courses: Information Environments and Work (SI 310), User Experience Final Project (SI 487)

Google 5.19-8.19

USER EXPERIENCE RESEARCH INTERN 3 mos

Designed & conducted 4 foundational research studies to identify a new product's use cases and form factor

- Provided critical insights to drive product design decisions & gain funding for prototype 1

University of Florida 8.16-8.18

ADJUNCT PROFESSOR 2 yrs

Initiated the development of a new master's course for the College of Journalism and Communication

- Developed course curriculum & taught User Experience Theory/Research

Zimmerman Advertising—Omnicom 2.12-9.17

SR. USER EXPERIENCE SPECIALIST 3 yrs

USER EXPERIENCE SPECIALIST 2 yrs

DIGITAL PRODUCTION COORDINATOR 10 mos

Directed and designed interactive experiences based on primary research from website analytics, A/B testing, interviews, usability testing, and other secondary resources

- Pioneered, managed & trained the UX team from the ground up resulting in over 1 million dollars in new revenue
- Played an integral role in 27 digital experience pitches for the agency, resulting in over 3 million dollars of revenue, including the most comprehensive website project to-date
- Shipped Products for: Dunkin' Donuts, McDonald's, White Castle, Boston Market, Jamba Juice, BPI Sports

Precision in Motion 9.15-Failed :)

CEO & CO-FOUNDER 1 yr

Fitness clothing that corrects your form in real-time using a patentable haptic feedback language

- Conceived, presented & led my team to win first place at Google Startup Weekend Wearables in Miami, FL, & competed in the Global Fashion Battle in Poznan, Poland