NATALIE HATTER

Leader, designer, and developer of designers

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San Jose State University
B.A. Design Studies
Graphic Design, Illustration
and Multimedia

DesignOps Assembly
Member - 2022

Interaction Design Foundation
Member - 2017-2021

IBM Enterprise Design Thinking
EDT Practitioner - 2021
EDT Co-Creator - 2022
Team Essentials for AI - 2022
Patterns Next Level - 2023
EDT Coach - 2023 *(begins Q4)*

Object-Oriented UX
Certificate - Design at Scale
Conference
2021

User-Centered Analysis
Certificate - Human Factors
International
2018

UX Management:
Strategy and Tactics
Certificate - Interaction Design
Foundation
2018

Digital Psychology
for Behavior Change
Certificate - AlterSpark
2016

Design Team Lead, IBM 11/2021 - Present

Lead UX activities on the IBM Z AIOps Design Team.

Responsibilities:

- Lead design team consisting of three researchers and seven designers.
- Practice customer-centric Design Thinking in conjunction with the Scaled Agile Framework (SAFe).
- Participate in and lead DesignOps activities.
- Plan, recruit, and facilitate design workshops and present findings to stakeholders.
- Recruit clients for and conduct user research sessions, contextual inquiry, and usability tests.
- Introduce bi-weekly "3-in-a-box" collaboration calls with PM, Dev, and Design to collaborate on product roadmap initiatives. (x3)
- Participate in quarterly planning with cross-functional teams for SAFe Program Increments.

↳ Removing inefficiancies helped the design team understand their tasks which **reduced confusion and delays to deliver**.

↳ Improved collaboration with stakeholders **reduced time-to-complete** roadmap objectives

↳ Increased research activities, with stakeholder participation, resulted in **quicker adoption of design thinking**

Sr. UX Designer, LexisNexis 01/2020 – 10/2021

Lead UX activities on the CounselLink team.

Responsibilities:

- Participate in Silicon Valley Product Group (SVPG) processes culminating in hand off of UX assets to development teams.
- Collaborate with tech team to ensure proper execution of design deliverables.
- Plan and facilitate design sprints and workshops.
- Create UX Roadmap including vision, goals, and OKR driven outcomes.
- Manage UX documentation and assets
- Produce wireframes, mockups, and prototypes.
- Strategize with UX research and participate in research calls with users.

↳ UX roadmap addressed business unit OKRs focused on **improved usability and NPS score.**

↳ Conduted a VPAT Report which identified ADA accessibility violations which would prevent gov't agencies from completing purchase of the product.

UX Designer, Costar Group 03/2015 – 02/2019

UX/UI for BizBuySell.com, BizQuest.com, and FindaFranchise.com.

Responsibilities:

- Design wireframes, mockups, and functional prototypes for hand-off to developers.
- Create personas for collaboration with stakeholders.
- Present at Lunch & Learn sessions topics on UX projects and methodologies.
- Create and conduct usability and A/B tests.
- Plan, recruit, and conduct research sessions.

↳ HEAP Analytics to conduct A/B Tests resulted in rapid identification of user preferences and utilizing data to inform the best experience for the user.

Mentor, UX Design Track, Bloc 4/2014–12/2016

- Provide feedback and guidance to students enrolled in the UX/UI Design track.
- Collaborate with design director to improve course curriculum.