Natali Heuss (She/Her)   UX + Visual + Design

Natali.Heuss@gmail.com | Linkedin.com/Natali Heuss | Design Portfolio

_____

UX Designer with over 24 years of experience in graphic and web design, bringing a unique blend of creative problem-solving, design thinking, and user-centered design methodologies. Passionate about leveraging solid UX design principles alongside proven project management and social media marketing skills to drive innovation, elevate product usability, and amplify customer satisfaction.

Relevant Employment History

_____

Creative Catalyst, *UberDork Designs*   *April 2010 - Present*
- Efficiently identified and addressed client pain points, ensuring 100% goal achievement
- Devised unique Standard Operating Procedures, solidifying brand identity.
- Successfully transitioned clients online during COVID, boosting the annual revenue of one client by 20%
- Enhanced organic social media engagement by 30%, eliminating the need for sponsored posts
- Implemented an adaptable event planning system, saving time and maintaining brand consistency
- Revolutionized small businesses' operations with innovative digital strategies, enhancing brand presence.

Co-Creator & Co-Host, *Bones & Bobbins Podcast*   *Jan 2020 - Present*
- Conducted comprehensive research and scripting, promoting a deeper understanding of societal history
- Implemented innovative marketing strategies, boosting Patreon membership by 30%
- Enhanced audience choice, accessibility, and engagement by providing unique, educational content and integrating often untold historical narratives into 138+ episodes
- Exhibited technical prowess by editing every episode

Assistant Manager, *MISPIBO*   *Feb 2013 - Aug 2014*
- Created social media and marketing campaigns, increasing engagement, brand reach, and market presence, resulting in new partnerships and sponsorships
- Expanded client base through strategic collaborations
- Streamlined scheduling, HR, and operational workflows to optimize business efficiency

Web Administrator, *Potawatomi Bingo Casino*   *Feb 2000 - Mar 2003*
- Led development and design of two company websites, ensuring a seamless user experience
- Strategized and implemented web promotions and e-newsletters, enhancing brand visibility
- Created dynamic multimedia ads for in-casino plasma screens, driving customer engagement
- Collaborated as a Graphic Designer on diverse print projects, demonstrating adaptability and creative versatility
- Pioneered an in-house agency, successfully outcompeting established external agencies and securing their budget

_____

Education & Certificates

_____

Bachelor of Arts - *San Francisco State University*
- **Major-**Psychology with a concentration in Mind, Brain & Behavior   •**Minor-**Art Therapy

Google UX Design Professional Certificate - *Merit America*
- Immersion in foundational principles of UX design, including user-centric & equity-focused principles; cross-functional team collaboration; taking a project through (1) empathy research, (2) definition, (3) ideation, and (4) prototyping; visual design foundations; responsive and cross-device design
- Training in essential tools and practices, including applications; visual frameworks; research methodologies; ideation techniques
- Performed true-to-life UX project work, including case studies on essential tools and practices:
    - Case Study: [Mobile App for Cafe in Tokyo](#)
    - Case Study: [Responsive Web Design for Animal Shelter](#)
    - Case Study: [App & Responsive Web Design for Social Good](#)

UI/UX Design Using Adobe XD Certificate- *Alison Online*

Webflow 101 and CMS Certification- *Webflow*

Product Management Fundamentals, Achieving Product-Market Fit, and Product Design, Prototyping, and Testing Certificates- *University of Maryland - A. James Clark School of Engineering*
- Completed certificates toward Product Management Certificate. Still enrolled

Fundamentals of Digital Marketing- *Google*
- Completed certificate focused on building a web presence, online business strategy, SEO, web analytics, social media

---

Tools: Figma • Adobe XD • Adobe Photoshop • Adobe Illustrator • Procreate • Google Workspace •Trello •Notion • HTML •CSS •Empathy •Copious Amounts of Cold Brew

Processes: Design sprints • Persona building • Defining problems and hypotheses • Wireframing • Prototyping • Accessibility best practices • UX research (surveys, usability testing, interviews, competitive auditing) • Empathy mapping • User journey mapping • Ideation strategies (HMW and Crazy Eights)

Applied: User flows • Storyboards • Wireframing • Prototyping • Visual design (typography, color, iconography, grids, hierarchy) • Layouts • Presentation • Agile Methodologies

---

Additional Experience

Viroqua Area Pride   2023- Present
- Design & creation of website, social media, and marketing materials resulting in increased fundraising goals being met and an increase in attendance

TTRPG Group - Community Event Organizer,   2018- Present
- Crafted complex narratives, world-building, and character arcs, resulting in heightened engagement and entertainment for participants through storytelling.
- Cultivated a collaborative atmosphere, facilitating teamwork and fostering creative problem-solving abilities among players.
- Implemented UX principles to optimize player experience, incorporating interface design, information architecture, and analysis of user feedback, resulting in an inclusive and enjoyable overall experience.

West Vliet Street Business Association- Board Member and Marketing & Events Chair   2017-2022
- Designed and implemented website, social media, and marketing materials resulting in a 25% increase in followers while reducing ad spending by 90%