

NATALIE FORMAN

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EXPERIENCE

Front-End Designer at Industry Dive

May 2017 – Present | Washington, DC

- Conduct UX interviews and analyze results to determine next steps for external facing products.
- Create static mock-ups using Sketch and iterate based on team critiques and stakeholder feedback.
- Implement front-end mock-ups using HTML5, Sass and JavaScript.
- Communicate with multi-disciplinary teams of developers, designers, project managers, and stakeholders on a daily basis.
- Determine HTML and Sass style-guides and initialize an internal design system.
- Develop and maintain HTML email templates that are sent to thousands of executives each day.

Front-End Design Intern at Industry Dive

May 2016 – August 2016 | Washington, DC

- Designed and coded email templates sent to thousands of readers on behalf of Fortune-100 clients
- Led UX interviews with C-suite and director-level staff to redesign internal subscriber data tool
- Increased performance of multiple sites by responsively serving images

Graphic and Web Design Specialist at American University, CTRL

January 2016 – May 2017 | Washington, DC

- Designed print collateral for conferences of over four hundred people
- Developed logos and advertising materials for programs targeted at over eight hundred faculty members
- Increased traffic to website through page optimization and banner image design

Nasdaq.com Web Design Intern at NASDAQ

May 2015 – August 2015 | Rockville, MD

- Created HTML mock-ups of pages as well as redesigned and coded already existing web-pages for a site that reaches millions of people a year
- Implemented JavaScript widgets from outside vendors and incorporated them to be consistent with the website styles and company brand
- Critiqued and redesigned the CSS Style Guide and developed a consistent, clean style

EDUCATION

American University, College of Arts and Sciences

May 2017 | Washington, DC

BS Computer Science, **BA** Graphic Design, **Minor** Mathematics
GPA: 3.93, University Honors Program

TECHNICAL SKILLS

Front-End Development

- JavaScript, jQuery
- HTML5
- CSS3, Sass
- Jekyll

Design

- UI design
- Visual identity
- Wireframing
- Adobe Suite
- Sketch
- InVision

AWARDS

School of Communications Visions Awards

May 2016

Best Graphic PSA in New Media

American University Design Show

May 2015, 2016, 2017

Inclusion in a juried student exhibition

Student Web Awards

May 2015

Finalist in International Web Competition

RHA Member of the Year

April 2015

EXTRACURRICULARS

AU Design Club

Treasurer | 08.15 – 05.17

Design Show Art Director | 04.17

AU Ultimate Frisbee

Captain | 08.15 – 05.17

Treasurer | 08.14 – 05.15

Upsilon Pi Epsilon

Comp. Sci. Honors Fraternity

Residence Hall Association

Deputy of Marketing & Design

08.14 – 05.15