

natalie stainton.

Natalie Stainton

User Experience Design

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<https://nataliestainton.com>

Experience

Design Generalist

Freelance - Present

Designed web assets, print materials, and internal office communications for the science/technology and sports industry, formed new manufacturing partnerships for Atollogy through outreach content creation, launched brand identities for 20+ clients, and several events, notably for the San Jose Sharks with a reach of more than 18,000.

Web and Brand Design Intern

MBC Strategic - Spring 2020

Collaborated with a team of two web developers, three marketing specialists, and two other designers, increased capital investment company's site readability by 16.5% utilizing HTML and CSS through WordPress, and assisted with email marketing, research, analytic reviews, and branded content creation.

UX/UI Design Intern

DrinkBev - Fall 2019

Problem-solved with a team of seven to include a more user-centered design for Bev's home page, spearheaded site's UI design, and created low to high fidelity mockups. Drove site traffic up by 30% through user research, archetypes, and evaluating customer pain points for e-commerce.

Education

Master's of Digital Experience Innovation

University of Waterloo - August 2020 to May 2021

Bachelor of Arts in Graphic Design

Loyola Marymount University - August 2016 to May 2020

College of Fine Arts Dean's List (3 years)

Skills

Programming

HTML, CSS, JavaScript

Adobe

AfterEffects, Illustrator, InDesign, Photoshop, Premiere Pro

User Experience

Sketch, Figma, A/B Testing, User Testing, Wireframing, and User Research