

Nathalie Garfinkle

User Interface and Experience Design

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SUMMARY

Graphic Designer with 5+ years experience designing intuitive and engaging experiences for enterprise and consumer level applications for mobile and web as well as fully responsive designs. Driven by the desire to deliver positive business impact through team collaboration and great design.

PROFESSIONAL EXPERIENCE

IBM, Littleton, MA

Dec. 2012–Present

Interactive Visual Designer, IBM Kenexa Talent Suite and CompAnalyst

- Created wire frames for user sessions to gather feedback on new product designs in order to improve on initial concepts which resulted in final user experiences that reflected the needs and behaviors of real world end users
- Redesigned the visual experience of products to address multiple key usability issues that caused app abandonment and confusion, then validated the changes with multiple end users
- Created a comprehensive style guide to address common visual design elements saving development, design, and management time with clear documentation
- Worked with stakeholders to understand consumer issues with current product and developed wire frames and visual designs resulting in clear communication with development and a quick launch for a key deadline
- Provided design updates to highlight hidden product abilities in legacy areas of products enabling users to discover additional requested functionality

Graphic and Web Designer, Salary.com

- Increased website usability and simplified visual design resulting in 10% decrease in support calls, 40% increase in small business product sales, and over 40% increase in individual consumer site traffic
- Organized information and created clear hierarchy on pages and a more logical page flow resulting in over 50% reduction in refunds
- Created multiple designs and revisions for A/B testing for ad optimization on several pages resulting in ad contract renewal and substantial revenue increases

Agero, Boston, MA

Aug. 2011–Dec. 2012

User Interface Designer

- Designed and launched roadside assistance applications for major automotive brands reducing time for roadside providers to reach customers needing assistance
- Led a team of designers working collaboratively with international development teams to ensure designs were executed properly for a major automotive brand to design and successfully launch a multi platform infotainment app
- Worked on a design team to execute multiple iterations and revise designs with development in order to successfully bring an innovative multi-platform app to all applicable markets
- Created functional iPhone prototypes as proof of concept, getting customer buy in of our ideas and agency for their connected vehicle applications



**Strategic Results,
Baltimore, MD**
Aug. 2010–Aug. 2011

Graphic and Web Designer

- Designed and oversaw production of marketing materials to highlight business strengths in order to expand into new markets which diversified areas of income and resulted in lowered impact of changing economic landscape
- Created meeting identities, websites, signage, booklets, and all required materials needed for running a successful conference resulting in recurring contracts over multiple years and the expansion of the business
- Designed custom icon system for client to be used in promoting employee engagement and increasing visibility of the importance of every day tasks

**Freelance: Identity,
Mobile App,
and Web Design**
Aug. 2007–May 2014

- Designed and prototyped mobile apps and websites to meet various project needs on time and on budget
- Designed logos and supporting materials for local businesses and helped them to successfully launch their brands and gather new clients

VOLUNTEER WORK

**Treasured k9s,
New York, NY**
Dec. 2010–Present

Graphic Designer and Evaluator

- Designed yearly calendars and organized illustrators for the artwork that were then sold to raise funds and awareness for the dogs and rescue
- Created business cards, postcards, and flyers to spread awareness of the rescue resulting in the rescue being commonly associated with the Jindo breed targeted in social media and news stories
- Conducted behavioral assessments on dogs to determine if we had an appropriate foster or adoptive home for them resulting in correct allocation of funds and placements of dogs

EDUCATION

Bachelor of Fine Arts in Graphic Design, Maryland Institute College of Art, Graduated Cum Laude 2011

SKILLS

Platforms: Mac and PC

Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Fireworks, Axure, Xcode, and Macaw

Design: Web, Mobile, Apps, Responsive, Print, Production, Accessibility, ADA 508 Compliance, Usability, User Experience, User Interface, Interaction, Wire frames, Information Architecture, Branding, Typography, HTML, and CSS

