

About

I'm Natalie, a designer with 10+ years of industry experience in digital and product design, having worked with a wide range of clients, both in-house and agency side.

Currently specialising in Product Design, I'm committed to ensuring that each step of my work is done with great care and precision. I value working with research and engineering teams to create designs systems that positively impact users.

I have a passion for finding solutions to complex problems through design thinking and human centred design methods. My career has seen me work on projects across the full spectrum of digital products including web applications, mobile apps, websites, wearables, and more!

I'm a foodie, travel-lover, live music and F1 fan. I love to photograph everything I see, whether it's a beautiful landscape or a delicious meal.

Experience

Upzelo

Current

At Upzelo, I am the Senior Product Designer on the small product team that was tasked with creating a new customer retention platform from the ground up.

Notable work:

- Created the internal design system used among the team to deliver new features that required the using of modular components.
- Took our Platform to SaaStr Annual in California.

Pearlfisher

Freelance

Supporting the re-brand of Served Drinks packaging by creating a Digital Style guide and visuals for their new E-commerce site.

My PT Hub

2018 - 2020

As Senior UI Designer at My PT Hub, I led a re-design of the Web, iOS and Android app's core platform features and design/prototyping tools.

Notable work:

- Created the internal design system used among the team to deliver new features that required the using of modular components.help scale up 2.4 million end users.
- Launched new features including, Apple watch, Event Streaming, New Chat feature, Marketplace, My Fitness Pal Integration, Hubcast, Masterclass sessions and partnerships with Google & Apple.
- Launch event of the new V3 platform in October 2019.

Madgex

2016 - 2018

At Madgex, as a Digital Designer, I was part of a core product design team working alongside front-end developers and back-end engineers. I was then later assigned to the marketing function, where we created resources and events to support our customers.

Notable work:

- Madgex Labs & Labs live, an educational platform for our Users.
- Work on client projects such as The Guardian, Washington Post and Gumtree.
- Launch of the new brand and marketing site.
- Created a new visual language for the Marketing team & supported the implementation of Hubspot.

Natalie Dodd
Senior Product Designer
Brighton/Remote

www.nataliedodd.co.uk

Brandwatch

2015 - 2016

Digital Designer working within the Marketing function.

Notable work:

- *Launch of the new Insights features and the product marketing materials to support the launch.*
- *Madgex Masterclass brand and supporting materials.*
- *Social Media week NYC CX and supporting materials.*

UnitedUs

2012 - 2015

Designer working inside a small start-up agency. Digital work included Mr & Mrs Clarke (recently acquired by Belvoir Homes), Google, PGAE, Castrol, NHS England and Man Bites Dog PR.

Icon Integrated

2010 - 2012

Brand Designer working on projects for Clients such as Barclays, Notting Hill Housing and Credit Suisse.

Education

University of Leeds

2007 - 2010

Graphic and Communication Design

2:1

Technical Skills

Figma, Miro, Adobe Creative Suite, CSS, HTML, JIRA (and Agile methodologies), Hubspot.

Methodologies

Agile, User Research, Atomic Design, Mapping, Data Analysis Design Thinking, Usability Testing, Concept Validation Strategic Planning, A/B Testing, Interviews, Field Studies, Brainstorming Auditing, Sketching