

Natasha Price

PRODUCT & VISUAL DESIGNER

5 years UI/UX

11 years Visual Design

EXPERIENCE

UI/UX Designer Applied Visions Inc. 1/23 to 4/24
Digital product agency Remote

- Designed end-to-end applications and marketing sites, contributing to responsive web apps, branding, UI design, and graphic design.
- Established and maintained scalable design systems for B2B and B2C applications, ensuring platform consistency and high usability.
- Collaborated cross-functionally, offering design feedback, conducting brainstorming sessions, and participating in hiring efforts.

Visual Designer Designerds 9/21 to 11/22
Design agency Remote

- Developed UI edits for Twitter's promotional features, marketing decks, and branded animations.
- Produced 100s of ads for Walmart's product marketing and crafted web ads for Product Board's events.
- Created comprehensive Figma guides for process efficiency and onboarding, enabling smooth project kick-offs and collaboration.
- Supported clients with brand-aligned assets across social media, print, event materials, and logos for enhanced brand presence.

Lead UI/UX Designer District Zero 5/20 to 9/21
Web app to support a Learner through check-ins Remote

- Led UX research, wireframes, and the complete design for District Zero's development.
- Worked closely with the CEO and PM on business strategy, hiring, and design asset management.
- Integrated React component libraries to streamline development and ensure design-to-code accuracy.

Contract Designer 2011 to Current
Alongside full-time designer for over 10 years Remote

- Developed branding, UI design, wireframes, and prototypes for startups, including Prospero, MetaClass, Fair & Square, and CipherCat.
- Conducted user research, usability testing, and competitive analysis to inform product decisions.
- Created a variety of multimedia and print assets, including social media content, animations, posters, catalogs, and trade show materials.

UI/UX Teaching Assistant UCBX 7/19 to 1/20
Product design bootcamp through UC Berkeley San Francisco

- Grading, mentorship, workshops, Figma training

Visual Designer ElizabethW 5/19 to 12/19

Visual Designer Granite Media 6/18 to 5/19

Design Associate and Photo Editor Minted 11/14 to 6/18

INFO

natashapricedesign.com
hellofromnatasha@gmail.com
linkedin.com/in/natashaepri

SKILLS

Design Systems
Layout Design
UX Research
Wireframing
Prototyping
User Testing
Motion Graphics
Branding
Graphic Design
Illustration
Photo Editing
Typography
Training
Art Direction
Business Strategy
Copy Cleanup
Coding (light)

EDUCATION

BA - Tech Art
SFSU
2005 - 2012

Bloc.io for UI/UX
2018 - 2019

Post grad classes

Various City Colleges

- Story Boarding
- Game Design
- UI/UX
- Motion Graphics