

Natalie Newton

Product Designer

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469-781-9150

Education

natalie-newton.com

Purdue University, West Lafayette, IN

Aug 2023 - present

Major: UX Design | Minors: Communication and Psychology

GPA 3.91

Professional Experience

Stats Perform – Product Design Intern, Remote

Jun 2026 – Aug 2026

- Audited an Opta product to identify usability issues, user pain points, and design opportunities
- Synthesized research into actionable recommendations to inform product design decisions
- Researched AI applications in client workflows to inform future product development

Purdue Galleries - UX Design Intern, West Lafayette, IN

Mar 2025 – Jun 2025

- Redesigned the Purdue Gallery Website through team collaboration
- Researched and conducted interviews to inform design decisions
- Maintained Purdue branding by communicating with stakeholders

Projects

Key Lime Interactive Consultancy - UX Researcher

Aug 2024 – Dec 2024

- Built relationships with Key Lime Interactive sponsors in alignment with the company needs
- Collaborated with a team to research, design, and iteratively test for a financial literacy tool
- Communicated our design rationale through documentation and presentations to stakeholders

Proctor & Gamble - UX Designer

Aug 2023 – Dec 2023

- Collaborated directly with Proctor & Gamble sponsors in alignment with company needs
- Enhanced the discoverability of products in Amazon's mobile app with the use of quizzes
- Tested interactive Figma prototypes, workflows, and concepts with users

Technical Skills

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|--------------------------|-------------|----------------------|
| • Figma | • Procreate | • CSS |
| • Adobe Creative Suite | • Jira | • Basic JavaScript |
| • Microsoft Office Suite | • HTML | • Visual Studio Code |

Skills

- | | | | |
|-------------------|-----------------|------------------|-----------------|
| • User Research | • Storyboarding | • Graphic Design | • Creativity |
| • Problem-Solving | • Wireframing | • Collaboration | • Communication |
| • Ideation | • Prototyping | • Illustration | • Organization |
| • Sketching | • User-Testing | • Leadership | • Strategy |

Leadership

Purdue University UX Program – Project Owner

- Led two cross-functional teams through project execution, fostering team development, managing deliverables, and driving UX outcomes from concept to delivery