

# Natalie Newton

Product Designer

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469-781-9150

natalie-newton.com

## Education

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**Purdue University**, West Lafayette, IN

**Aug 2023 - present**

Major: UX Design | Minor: Communication and Psychology

GPA 3.91

## Professional Experience

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**Campus Ink - Virtual Sales Intern**, Remote

**Jun 2025 – Jul 2025**

- Utilized CRM tools to manage potential sales opportunities
- Practiced communication skills by reaching out to clients
- Learned how to handle objections and schedule follow-ups

**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

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**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

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

## Honors & Awards

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### Adobe Certification

*Proficiency in Photoshop and Illustrator*

### Stanton-Gage 3-D Art Award

*Awarded to a high school senior majoring in design whose portfolio was juried for this honor*