

# Natalie Lacroix

Designer. Developer. Entrepreneur.

Seeking a position where I can utilize my 5+ years of UX/UI design, web development, and leadership experience to create efficient websites with accessible and inclusive interfaces.

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☎ (808) 683-6994

🌐 the-nat-attack.github.io/portfolio

## 📁 Experience

**Senior Web Designer/Developer** *2022 - Present*  
**User Experience/Web Specialist** *2020 - 2022*  
**Digital Experience Group**

- Created rapid UX/UI prototypes of digital products, designed web and mobile interfaces, and developed API systems for web use.
- Conducted need finding, user surveys, focus groups, and UX testing for digital products of all types.
- Used an Agile approach during the concept, prototype and full-scale deployment phases of app development.
- Supervised and trained junior developers and designers accordingly.

**Co-Founder and Chief Marketing Officer** *2020 - 2022*  
**Reach Bar LLC**

- Developed the skills needed to bring new products, services, and technologies to market.
- Created logo, brand guide, and packaging for Reach Bar.
- Launched company, generated revenue, and raised funding.
- Participated in next step opportunities including a Summer Fellowship with the Connecticut Center for Entrepreneurship and Innovation.

**Project Manager and Coach** *2020*  
**University of Connecticut Werth Institute VentureWerx**

- Led a team designed to help student entrepreneurs develop their startups.
- Conducted qualitative and quantitative market research.
- Oversaw all aspects of the project; coordinated communication between the team and client.
- Set deadlines, assigned responsibilities, and summarized progress of the project.

**Maker Specialist** *2019 - 2022*  
**University of Connecticut Innovation Zone**

- Learned up to date operating procedures for on-site equipment including 3D printers, laser cutters, and power tools.
- Prepared and facilitated hands on skill-oriented demonstrations.
- Promoted innovation and entrepreneurship in learning communities and beyond.

## 🎓 Education

**Master of Science**  
**Integrated Design & Media**  
**New York University**

**Bachelor of Arts**  
**Digital Media & Design**  
**Concentration: Web/Interactive Media Design**  
**University of Connecticut**

## 🏆 Awards

**Academic**  
NYU IDM Award 2023 & 2024  
UConn Dean's List  
2021 Babbidge Scholar  
2020 New England Scholar  
Werth Innovator

**Pitch Competitions**  
Big East Startup Challenge  
CCEI Summer Fellowship  
Get Seeded Demo Day  
Havyn Hatch(1st)

## ⚙️ Skills

Adobe Creative Suite  
Figma  
GitHub  
HTML & CSS  
JavaScript  
Node.js  
Python  
Video Production  
Vue.js