

## Natasha Centeno

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## Experience

### **UX Designer DesignLab**

#### **Pudu** Mobile End-to-End Responsive Web Design

Researched innovated opportunities for expanding the functionality of Pudu robots in food service. Identified user preferences for a hybrid experience, where the server and robot work in tandem. 90% of users would want to use this feature.

#### **Sweet Encounters** Mobile Responsive Web Design

Collaborated with the owner to streamline the ordering process by implementing online ordering. Created a sitemap, task flow, and user flows to enhance the user experience and ensure intuitive navigation on the landing page and online ordering.

#### **Brita** Mobile Responsive Web Design

Designed a feature to help gain revenue. Discovered most users did not want to purchase Brita's test kit. Users preferred easy and instant knowledge of their water quality, leading to a strong desire to purchase filters by 80% of users.

November 2022 - May 2023, Remote

### **Case Manager for Unaccompanied Refugee Minors**

#### **Bethany Christian Services**

Management of culturally sensitive services to children and young adults. Experience collaborating with multi-disciplinary teams. Creating and implementing treatment plans.

October 2019 - August 2022, Grand Rapids

## Skills

### **UX Research**

Qualitative  
Quantitative  
Surveys  
Interviews  
Usability Tests  
Card Sorts  
Statistical  
Analysis

### **Design**

Wireframes  
Personas  
Prototypes  
Whiteboarding  
Storyboards  
Design  
principles  
Information  
architecture

### **Tools**

Figma  
Optimal  
Workshop  
Adobe Photoshop  
Adobe Illustrator  
Microsoft  
PowerPoint,  
Excel, and Word

### **Additional**

Communication and listening skills.  
Critical thinking.  
Creative problem solver.  
Thrive in a fast paced environment.  
Passionate about excellence.  
Fluent in Spanish.

## Education

### **UX/UI Design DesignLab, Remote**

November 2022 - May 2023

### **BS, Psychology Aquinas College, Grand Rapids, MI**

May 2018