

Natalie Van Grol

natalievg.com

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Skills

- Figma
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Protopie
- Photography
- Premiere Pro
- Videography

Skills

- User Research
- Visual Design
- UI Design
- Content Strategy
- Visual Branding
- Journey Mapping
- Prototyping

Education

Simon Fraser University / BA
Interactive Arts and Technology,
Concentration in Design, Minor in Print
and Digital Publishing

September 2019 - December 2024

UX/UI Design Experience

Conversation Wall / Interaction Design

January - April 2023 / Project

- Conducted interviews and participatory workshops with internal and external stakeholders to collect insights for Vancouver Asian Canadian Theatre.
- Developed user personas, journey maps, storyboards and ethnography posters in order to empathize with stakeholders.
- Iterated and cultivated an interactive design solution that would suit the needs of both stakeholders.

Discovery Playlist / Feature Design

September - October 2022 / Project

- Conducted user research to collect insights for the app SoundCloud.
- Iterated on potential feature designs and created wireframes for each feature.
- Designed interactive design feature for users to discover new music and artist.

Marketing Design Experience

Social Media Coordinator / StudioXplor

February - June 2022 / Contract Part-Time

- Planned and executed product and model photoshoots for website and social media.
- Organized and led a social media campaign that increased engagement and followership.
- Created video content for social media which increased engagement.

Customer Service Experience

Keyholder & Sales Associate / Levi's at Metrotown

August 2019 - June 2023 / Part-Time

- Supervised staff and the store while manager was not present thus ensuring the store is operating smoothly.
- Advised and recommended products to customers that suited their needs.