

NATALIE TALLERICO

UX RESEARCHER | SEATTLE, WASHINGTON

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EXPERIENCE

Commonweal | San Francisco, CA

UX Researcher / Digital Project Manager | November 2023 – Present

- Lead UX research from Commonweal CancerChoices, driving website redesigns to improve user experience.
- Generated a research plan to make use of a 3,000 credit grant from usertesting.com, running 9 tests and counting to help improve navigation, information architecture, website copy, and technical jargon.
- Collected 255 minutes and 32 seconds of initial user data exposing our research priorities by feature: navigation, copy density and technical jargon.
- Ran five navigation tree tests resulting in an average drop of 14.5 errors per session.
- Ran a 50 person survey generating 37 pages of data impacting feature ideation, copy challenges, and current site expectations.
- Project Manager for a digital archival initiative, overseeing the creation of a database containing thousands of historical documents and developing an exhibit to commemorate the organization's 50th anniversary.

**Currently employed at Commonweal seeking new opportunities due to relocation from SF to Seattle for personal reasons with full employer support. Reference letter from Commonweal management attached.*

Basis Technologies | San Francisco, CA

UX Research | April 2022 – November 2023

Associate UX Researcher – Feature Team | March 2023 – November 2023

- Lead research efforts for two feature teams: Magenta and Design Systems.
- Answered leadership's call to build regular user engagement by implementing a 20-stakeholder shadow session program, leading to product enhancements such as campaign setup and AI features.
- Spearheaded research to improve the message center product, impacting 100% of users who use the Basis platform for communication over ad buying.
- Lead research for one of organizations top new features, Programmatic Guaranteed, leading to the enhancement of a key feature in a \$305.7 billion market.
- Led design system-related research, impacting features used by 30,000 Basis Technology clients.

Associate UX Researcher | April 2022 – March 2023

- Conducted generative UX research, providing insights for enhancing product features & user experiences
- Assisted in developing a benchmarking study & conducted usability tests on key product features

** Laid off Nov. 2023 due to a company-wide reduction in force, which impacted employees in California & New York.*

Advanced Study, UX Design Certification, TMMC (Covid Pandemic) | Portland, OR & San Francisco, CA

Student | July 2019 | April 2022

- Proactively expanded my skillset during the COVID-19 pandemic, focusing UX and digital design

- Attended the University of Oregon's School of Journalism, focusing on digital storytelling & media strategy
- Gained UX Design certification from General Assembly following the completion of 500 hours of training
- Courses/Client Work: UX Design Immersive, Video Production, Motion Graphics, Pearl Lumi, Terra Digital
- Offset educational expenses by building out a digital events program for The Marine Mammal Center

Gap Inc. | San Francisco, CA

Digital Operations | *January 2017 – July 2019*

Associate Manager – Digital Operations Global | *October 2017 – July 2019*

- One of three producers chosen to build out a new team dedicated to innovation projects.
- Implemented the mega navigation across seven international markets, improving navigation efficiency.
- Produced homepage content using Optimizely and Certona to serve personalized content.
- Worked closely with the Test and Learn Center of Excellence to execute A/B tests.

Associate Producer – North America | *July 2017 – October 2017*

- Managed 25-30 site projects at once bringing cadenced marketing content from ideation through fruition.
- Used Codecademy to learn HTML to improve business relationships with engineers.
- Managed Gap's mobile app content updates.
- Developed production timelines and conducted rigorous QA for flawless content delivery.

Assistant Producer – North America | *January 2017 – June 2017*

- Supported digital marketing projects, in execution, content management, and quality assurance processes.
- Coordinated content updates and ensured consistency across Gap North America websites.
- Successfully transitioned from a contracted role to a full-time position through strong performance and demonstrated commitment.

University of Washington, Foster School of Business | Seattle Washington

Bachelor of Arts in Marketing (CISB) | *Sept 2012 – June 2016*

- Graduated from the Foster School of Business, consistently ranked among the top 25 U.S. business schools for its leadership in marketing and innovation
- Earned Certificate of International Studies in Business for study of the Spanish language and business
- Applied advanced marketing techniques through case competitions and real-world projects, driving innovative solutions for industry challenges.