







NATALIE KELLY



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PROFILE

High-energy and dedicated professional with a proven track record in designing and executing digital marketing campaigns and design initiatives. Experienced in freelance projects, creating user-centered content and designs tailored to client needs. Detail-oriented, with excellent communication and problem-solving skills, and a commitment to delivering impactful results.

EDUCATIONAL SUMMARY

The University of Arkansas | Fayetteville, AR

Fulbright School of Arts & Sciences | Degree Conferral October 2023

- Bachelor of Arts, Communications, Minor in Sociology
- Fulbright College of Arts & Sciences Chancellor's List Award in Academic Excellence 2022 & 2023
- Fulbright College of Arts & Sciences Dean's List Award in Academic Excellence 2021
- 3.78/4.0 GPA

WORK EXPERIENCE

Freelance UX Designer

Self-Employed | Austin, TX | Spring 2024-Current

- Collaborated with clients to design intuitive user interfaces and improve user experiences for websites
- Developed wireframes, prototypes, and high-fidelity designs using Figma to streamline design processes and ensure seamless design handoff.
- Conducted user research and usability testing to inform design decisions and optimize user journeys.

Digital Marketing Internship

Combined Benefits Group | Austin, TX | Summer 2022 | Employee Benefits Consulting Firm

- Redesigned company website with updated content to emphasize UX/UI by introducing a user-friendly layout with SEO-optimized content
- Competitive analysis and research industry trends
- Designed various print materials, assets, presentations, and newsletters using Adobe Suite software and ensuring that the company's standards and needs were met

Social Media Curator & Graphic Designer Internship

Filling in the Blanks | Darien, CT | May 2021-May 2022 | Child Food Insecurity Non-Profit

- Directed social media campaigns, securing funding and community engagement through partnership programs.
- Conducted research and tracked beneficiary trends
- Assisted with the development and management of social platforms including Facebook, Instagram, Twitter, and LinkedIn
- Developed and implemented strategic social media campaigns

LEADERSHIP & ACTIVITIES

Lambda Pi Eta Honor Society

Alpha Chapter | January 2022-Present

Zeta Tau Alpha Sorority

Epsilon Chapter | August 2018-May 2022

- Individually raised over \$800 in charitable donations for Susan G. Komen Organization
- Participated in leadership development activities and served in various roles

Student Mobilization

Volunteer Leader & Member | September 2018-May 2020

- Held position of constructive leader and effectively communicate problem-solving skills to peers
- Focused on member engagement and improve member retention rate

SKILLS

- UI Design Tools (Figma, Sketch, Miro)
- Adobe Creative Suite (Photoshop, Illustrator, XD)
- Usability Testing (Optimal Workshop, UserTesting)
- Microsoft Suite (Excel, Word, PowerPoint, Visio)
- CRM Tools (HubSpot, Salesforce, Mailchimp)
- SEO
- Wireframing
- Prototyping
- WordPress
- Usability Heuristics
- Sitemapping
- User Flow Design
- Copywriting
- User-Centered Design Thinking
- Critical & Creative Problem Solving
- Data Analysis & Interpretation

PROFESSIONAL DEVELOPMENT

DesignLab UX Academy Foundations

UX Proficiency Program | May 2023-July 2023

DesignLab UX Academy

UX Portfolio Builder | August 2023-Present

Microsoft Business Analyst Certification

Coursera | October 2024-Present