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**Natasha Tenggoro**  
Product Designer

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## Summary

As a product designer, I'm happiest and most confident when I'm solving problems in the special intersection of humanities and technology.

I am especially empowered when I'm learning to overcome the challenges of the human experience by designing smart digital products that drive business goals.

## Education

### University of Toronto

| Graduate of High Distinction - June 2018

B.A. Digital Enterprise  
Management Specialist

## Skills

### UX Research

Cognitive Mapping  
Contextual Inquiries  
Field/Diary Studies  
Context Scenarios  
Stakeholder Interviews  
Synthesizing User Research

### UX Design

Rapid Prototyping  
IA Development  
Storyboarding  
Wireframing  
User Journey Mapping  
Designing for Accessibility

### UI Design

Building Design Systems  
Designing Product Content

### Testing

Usability Testing & Reporting  
Measuring KPI's  
A/B Testing

## Leadership

### Design Lead / Ad Summit

| April 2017 - April 2018

## Tools

Sketch	Principle
Figma	Framer
Photoshop	HTML5
Illustrator	CSS3
After Effects	

## Experience

### UX Lead / Harley Oliver

| March 2019 - Present | Toronto, ON

Led the UX workplan for the discovery and strategy of an OTT streaming app that consolidated the information architecture of over 400+ video content, ultimately improving the wayfinding and search experience for subscribers.

Articulated design decisions to a client that persuaded them towards a feasible and more user-centered solution that fit within the budget, timeline, and dev constraints.

Demonstrated a more well-rounded sense of business skills that enabled me to command the confidence of my peers.

### UX Designer / Harley Oliver

| July 2018 - March 2019 | Toronto, ON

Championed the experience design, alongside a team of other designers and developers, for Muse Meditation's international online store overhaul that tripled conversion rates during launch day. The website received an honorable mention from Awwwards.com

Conducted a communication audit that reconciled Harley Oliver's value proposition into a digestible brand positioning strategy. Those new positioning insights resulted in the launch of an elevated website and presentation deck.

Spearheaded 3 discovery sessions dedicated to improving internal processes, which led to the creation of modular process cards that showcases Harley Oliver's internal workflow in a branded and productized way.

### UX Design Intern / Famous Folks

| May 2017 - August 2017 | Toronto, ON

Designed and iterated web and mobile products for clients like Garden Gangsters and Eden Park based on stakeholder interviews, behavioral mapping, and field studies.

### UX Design Intern / GroupBy Inc.

| June 2016 - May 2017 | Toronto, ON

Redesigned GroupBy's corporate website with a clear communication structure that eliminated extraneous tech jargon. The website conveyed the company's software solutions in a more approachable light without compromising legitimacy and integrity.

Collaborated with developers in the design of e-commerce storefronts for client's like CVS and Urban Outfitters that contextualizes GroupBy's software solutions with client branding.