

NATALI OVALLES

UX/UI DESIGNER & LECTURER

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San Francisco, Ca.

natali-ovalles

EDUCATION

Academy of Art University | Master in Interaction & UX/UI Design

UC Berkeley | Master in Landscape Architecture

Florence Institute of Design | Master in Furniture Design

SKILLS

Figma / Figjam / Photoshop / Illustrator /

Indesign / After Effects / Glassbox /

Maze / Wordpress / 3dsMax / html / css

WORK EXPERIENCE

BOK Financial | Lead UX/UI Designer

August 2024 - Present

Digital Solutions Group | Start Right team | Lead designer & UX researcher

- **Investment Management (web, iOS, Android app) - In progress, projected to improve CTR by 40%.**
 - Led a UX audit that identified low engagement (highest click-through rate at 8.27%). Currently leading the redesign to optimize CTA placement and increase interaction.
- **Loans Overview & Investment Prices (web app) - Live.**
 - Redesigned the Loans Overview and Investment Prices pages for the web app based on UX analysis.
 - Collaborated with developers to implement a new card component to standardize patterns across the platform.
- **Distribution Termination Educational Content (web, iOS, Android app) - In progress.**
 - Led research-driven design of educational content for termination distribution options, iterating based on unmoderated usability tests via Maze, revealing 57% user preference for a table format due to clarity.
- **Contribution Rate Change Flow Analysis & Redesign (web) - In progress**
 - Conducted a funnel analysis of the Contribution Rate Change flow for the web app, uncovering a 42.9% drop-off at the verification step and high page abandonment (53%). Proposed UX improvements, including enhanced guidance, page speed optimizations, and proactive help features.

Consumer | Digital Marketing team | Lead designer & UX researcher

- **Search enhancement (web) - In progress, projected to improve CTR by 50%.**
 - Led the UX research and re-design effort for site search across eight core web pages, addressing a critically low 3% click-through rate.
 - Conducted technical analysis of XM Cloud's capabilities and constraints to align search redesign with platform limitations and new feature opportunities.
 - Designed and iterated high-fidelity mockups and prototypes while executing moderated usability testing.
 - Collaborated closely with developers to ensure seamless implementation, including improved autocomplete, redirection logic, and autocorrect.

Carol H Williams Advertising | Lead UX/UI Designer

April 2024 - August 2024

Baywell Health

- Lead the redesign and built of a healthcare provider's web page resulting in a 40% increase in website traffic.

Whisper Homes | Lead UX/UI Designer & web developer

January 2023 - January 2024

UWH

- Designed and developed a responsive website, contributing to a 30% rise in online engagement, demonstrating a commitment to exceptional user experiences.

UC Berkeley | Design lecturer

January 2021 - Present

- Developed and delivered engaging instructional content and identify learning gaps.