

PORTFOLIO SITE

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NATALIE KUHN

Design Leader, Speaker, Community Builder, and Mentor

I offer expertise in design leadership, people management, design strategy, product design, service design, design research, UX, organizational design, and design education. I have worked within startups, agencies, and in-house design studios to strategically and meaningfully improve the experience customers and internal associates have with products, services, and platforms.

EXPERIENCE

SR DESIGN MANAGEMENT, PRIVACY & DATA PRACTICES

Meta Central Privacy
Oct 2022 – present

Design leader and people manager supporting teams that define strategy and approach to developing products, processes, policies, and Meta-wide standards aimed at empowering consumers to make privacy decisions right for them by seamlessly connecting transparency with control. Close collaboration with executive leaders in Product, Engineering, Data Science, Legal, Policy, Communications, Marketing, and Privacy Review to redefine Meta's privacy point of view.

DIRECTOR OF DESIGN FOR MACHINE LEARNING & RISK INNOVATION

Capital One
Jan 2017 – Oct 2022

Advocated for, built, and led design teams across multiple portfolios. Redefined vision, strategy, and workstream delivery approach for various lines of business. Fundamentally changed ways that teams engage with one another—particularly with design—to drive high-impact results. Educated hundreds of associates on the value of human-centered methods. Most recent role was to oversee the Machine Learning and Risk Innovation Design Portfolio, consisting of two design teams.

LEAD INTERACTION & SERVICE DESIGNER

FJORD under Accenture
Nov 2013 – Jan 2017

Provided teams with strategic thinking and guidance through strong leadership. Drove research, client collaboration sessions, synthesis, concepting, prototyping, testing, and development activities. Regularly presented to clients as well as worked closely with Account and Program Managers, Visual Designers, Developers, and Business Strategists. Defined mobile, table, desktop, and kiosk services.

LEAD UX DESIGNER

AbelsonTaylor
Oct 2012 – Nov 2013

One of four UX Designers supporting 500 individuals, requiring critical thinking across a wide array of clients, often as the sole UX expert, to be decisive and to advocate for the user with ferocity. My work was infused within almost all highly interactive tablet and mobile applications produced during time within company.

UX DESIGNER, MANAGER

Symmetri Marketing Group
Oct 2011 – Oct 2012

Responsible for many roles but mainly acted as the company's lead, and sole, UX Designer. Worked closely with the VP of Digital Solutions to provide entire office with counsel when it came to UX, project management, SEO, and analytics reporting. Presented UX work in all client reviews and collaboration sessions.

UX DESIGNER, MARKETING STRATEGIST

Experts Exchange
Mar 2009 – Oct 2011

Developed personas, user journeys, wireframes, interactive prototypes and performed usability testing. Regularly shepherded design work through Creative, Engineering and QA teams. Planned and implemented site wide marketing campaigns, managed social media accounts and conducted SEO research.

FREELANCE DESIGNER

Various Small Businesses
Jun 2004 – Mar 2009

Provided research, strategy, and branding services for small businesses and university-based organizations in the Bay Area and Central Coast of California including Zbath, Enriching Lives through Music, Baileyana Winery, Mat Pica Pi, the Technical Association of Graphic Arts, and University Graphic Systems.

MILESTONES, INTERESTS

- **Bachelor of Science in Graphic Communication**
California Polytechnic State University, San Luis Obispo
- Co-Founder of New York City's Service Design Network Chapter: 2018–present
- Member of FT10, Melges32 Sailing Team: 2013-2016; Race to Mackinac: 2014
- Graduate of Second City's Improv Program: Levels A, B, C; performed in live shows