

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

SENIOR DIRECTOR OF DESIGN, US CARD PLATFORMS & DATA

Capital One
June 2024 – present

Senior Design leader managing a growing Design team at the intersection of the US Card business, machine learning, and associate experience. I work alongside VP, MVP, SVP, and EVP cross functional partners in Data, Modeling, Decisioning, and Credit Card Innovation to define and launch data powered solutions that raise the tech and experience bar inside Capital One and industry-wide.

HEAD OF DESIGN, DATA MANAGEMENT & EXPLAINABILITY

Meta Central Privacy
Oct 2022 – Jun 2024

Managed three design teams, consulted two, and collaborated with executive leaders across Product, Engineering, Data Science, Legal, Policy, Communications, Marketing, Privacy Review to define strategy and launch Meta-wide products, processes, policies, and standards that helped consumers make privacy decisions right for them by bringing together transparency and controls.

DIRECTOR OF DESIGN, MACHINE LEARNING & RISK INNOVATION

Capital One
Jan 2017 – Oct 2022

Advocated for, built, and led design teams across multiple business portfolios. Redefined vision, strategy, and workstream delivery approach that fundamentally changed ways that teams engage with one another—particularly with design—to drive high-impact results through associate and customer facing experiences. Educated hundreds of associates on the value of human-centered methods.

LEAD INTERACTION & SERVICE DESIGNER

FJORD under Accenture
Nov 2013 – Jan 2017

Led mixed-method research, client collaboration sessions, synthesis, strategy, concepting, prototyping, and product testing across several clients annually. Regularly presented to executive level clients and collaborated across Account and Program Managers, Visual Designers, Developers, and Business Strategists.

LEAD UX DESIGNER

AbelsonTaylor
Oct 2012 – Nov 2013

Led all UX Design work across over 15 clients company-wide (one of 4 UX Designers for 500 person company). My work was incorporated within almost all tablet and mobile applications launched while there. Work required intensive critical thinking, decisiveness, and user advocacy across contexts under tight regulatory deadlines.

UX DESIGNER, MANAGER

Symmetri Marketing Group
Oct 2011 – Oct 2012

Company's lead, and sole, UX Designer working closely with the VP of Digital Solutions to provide counsel on 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

Defined, coordinated, and launched company-wide marketing campaigns in close collaboration with Creative, Engineering and QA. Defined and launched 0-1 company-wide social media strategy, roadmap, and ran small executional team. Led research and created Design artifacts that informed new company strategies.

FREELANCE DESIGNER

Various Small Businesses
Jun 2004 – Mar 2009

Led 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