

# Natasha Patel

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Portfolio: [natashapatell.com](https://natashapatell.com)

## EDUCATION

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### RUTGERS UNIVERSITY - New Brunswick, NJ

January 2025 - December 2026

Master of Business and Science (MBA + MS)

Concentration: User Experience Design (UXD)

### RUTGERS UNIVERSITY - New Brunswick, NJ

September 2018 - May 2022

Bachelor of Science

Major: Exercise Science

## PROFESSIONAL EXPERIENCE

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### PACT | Rutgers MBS Externship Program

September 2025 - December 2025

Lead UI/UX Design Extern

- **Led a team of externs** to develop cohesive end-to-end user flows across the site, ensuring visitors could easily locate resources, understand PACT's mission, and engage with key content.
- Established the **core structure and layout of PACT's WordPress site**, organizing content and navigation into a clear, user-centered framework that supports intuitive browsing.
- Designed **iterative page layouts** and components within **WordPress**, refining visual hierarchy, branding alignment, and overall site usability.

### NETELIXIR | Rutgers MBS Externship Program

May 2025 - August 2025

UI/UX Design Extern

- Performed a comprehensive **UX audit of LXRI Insights AI-Powered dashboard** using **heuristic evaluation**, identifying **12+ friction points** and proposing design optimizations to improve information clarity and dashboard navigation.
- Created **annotated wireframes** and **actionable recommendations** based on research findings, aligning design suggestions with both **user needs and business goals**.
- Partnered with a **cross-functional team of 3 externs** to present **UX findings** and a **redesigned dashboard concept** to NetElixir mentors and marketing professionals, receiving strong feedback on the usability improvements.

## ACADEMIC PROJECTS

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### RUTGERS KNIGHTLIFE COMMUNITY APP | MBS Design Course Project

May 2025

UI/UX Designer

- Collaborated with a team of designers in **ideation, concept development, and prototyping**, incorporating **usability testing** to refine design solutions and create a more intuitive user experience.
- **Led research** by distributing surveys to **30+ students** and conducting **10+ user interviews** to identify key engagement needs, informing design decisions.
- Executed a **usability evaluation**, **designed 8+ wireframes** and **2 interactive prototypes** in **Figma**, and applied **usability principles** (e.g., system status visibility, user control) to streamline **navigation**.

## SKILLS

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**User Research:** Usability Testing, Surveys, User Interviews, Focus Group Interviews, User Journey Mapping, User Personas, Information Architecture, Heuristic Evaluation, Competitive Analysis, Site Mapping

**Design:** User Experience Design, User Interface Design, Interaction Design, Visual Design, Prototyping, Wireframing, User Task Flow, Style Guide, Accessibility Design, Responsive Web Design, AI-Driven Design

**Design Tools:** Figma, Adobe XD, Sketch, Miro, HTML, Google Suite, Microsoft Office Suite