

Natasha Sturdevant

Interaction Designer

(512) 406 - 1727 • natashasturdevant@gmail.com • natashasturdevant.com • [Linkedin](#)

Curious product designer and graduate student with 3+ years of experience across higher education and professional environments. I'm someone who can understand a problem, research it, design the solution, communicate the business case, and actually get the thing built. I love uncovering user insights and translating complex problems into impactful, accessible experiences.

Experience

SYFT - UX/UI, Design Engineer Intern

Denton, TX • Sep '25-Sep '26

- Owned and built 3 full components with variants, and 2 design tokens in a 20+ component design system Figma library: **coded component variants in Cursor for dev handoff**
- Applied design-thinking frameworks: across affinity mapping, competitive audits, and user flows - to redesign product cards to expand data density by 150%
- Built brand system: 36 logo concepts, 6 palettes, 10 original graphics for social/marketing

Macy's x NRF University Challenge - Product Design Team Lead

Denton, TX • Feb '25-Jan '26

- Led team to 1st nationally among 65+ universities, earning UNT's first win in 10 years
- Formulated a CX strategy case idea that could earn Macy's \$152.9M in 5 years, with a ROI of 5.7x
- Synthesized **100+ survey responses** into personas, journey maps, Figma prototypes and 3D rendered concept spaces.
- Drove stakeholder alignment by visualizing dense data into financial feasibility models, roadmaps, and key metrics, successfully pitching recommendations live to executives

UNT Digital Libraries - UX/UI and Accessibility Assistant

Denton, TX • Feb '25-Sep '26

- Iterative, data-informed design process: analyzed 15,000+ site visits, pinpointing a 93% Advanced Search drop-off
- Redesigned filter hierarchy and shipped 2 variants for future A/B testing, cross-functional collaboration with the development team via GitLab under legacy constraints

Bird House Publications - Illustrator and Visual Designer

Georgetown, TX • Sep '24-Mar '26

- Sole designer for a 55-page children's book, building a full visual system for accessibility and emotional literacy
- Drove launch to #1 Amazon New Release: 85 copies in 3 days, \$300+ raised for animal rescue

The Smith Agency - Workforce Experience Intern

Dallas, TX • Mar '24-May '25

- Led full website redesign, raising applicant volume 72.8%, onboarding 30+ new hires/quarter
- Designed internal Team Hub, cutting training time 40%

Education

UNT, Denton • B.A., Visual Art and Design (UX/UI), and Digital Platforms - Summa Cum Laude (2026)

UNT, Denton • M.A., Interaction Design (2027)

Skills

Product Design:

Figma, Framer, Salesforce Lightning, Blender, Adobe Suite, Design Systems, Design Tokens, Information Architecture

Research:

User Interviews, Survey Design, A/B testing, competitive analysis Journey Mapping, User Research Testing, UserTesting

Development:

Claude Code, Cursor, WCAG Auditing, Git, HTML/CSS, Agile/SCRUM, Jira, Confluence

Communication:

Microsoft Suite, Storyboarding, Presentation Design, Concepting, Data Visualization, Brand Identity

Select Projects

Proof. - UX Senior Capstone, 2026:

Coded and shipped a real-time AI credibility extension in 2 months, addressing a gap where 98% of 35 users lacked confidence identifying AI content. Translated a custom Figma system into production code with Claude Opus 4.6, delivering the product from brand identity to live social UI. Validated with 9 users, achieving ~67% model accuracy and increased user confidence. Open-sourced on GitHub.

UNT Rec Sports App Redesign, 2025:

Surveyed 60+ users to deliver a redesign that improved task completion time by ~65–75%.

Awards

NRF x Macy's University Challenge 2026

- Product Design, 1st Place Nationally
Gold Seal Award, Illustration - TAEA, 2022