Natalie Eichorn

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Experience

Accenture   **August 2021 – Present**

Digital Product Design Consultant, 2024 - Present
User Experience Senior Analyst, 2022 - 2024
Technology Analyst, 2021 - 2022

- Led the user experience and visual design of a sales and pricing web application, contributing to a projected $110–790M+ revenue increase by reducing user bias through a guided decision-making experience.
- Led the end-to-end user experience design for a tablet/mobile application used by 100+ utility workers, improving energy reliability and safety for 3M+ customers in the Midwest and West.
- Designed, developed, and managed enterprise design systems that improved consistency and efficiency, enabling rapid iteration and cost savings.
- Aligned user needs and business objectives by translating complex goals into intuitive user journeys and interfaces.
- Utilized Figma to design high-fidelity wireframes and prototypes, transforming client visions into actionable, user-centered solutions.
- Conducted in-depth stakeholder and user interviews to uncover pain points and identify high-value opportunities for innovation.
- Partnered closely with developers to communicate and implement user-centered design decisions effectively.
- Facilitated design workshops with stakeholders, aligning cross-functional teams on strategy and ensuring project success.
- Consistently recognized by leadership and clients for driving innovation, enhancing team efficiency, and delivering high-impact design solutions that exceeded expectations.

Auburn University College of Engineering   **February 2020 – May 2021**

Web Designer

- Redesigned the engineering department websites to visually update pages and optimize site architecture to improve user experience for the tens of thousands of monthly visitors.

Skills

- Design: UX/UI Design, Figma expertise, wireframing and prototyping, interaction design, journey mapping, design systems, user interviewing, user research, accessibility, product management
- Strategic & Interpersonal: Strategic thinking, cross-functional collaboration, executive presence, storytelling
- Technical: HTML, CSS, Tailwind, TypeScript, React, GPT-3.5, AWS, Azure

Education

Auburn University   **May 2021**

Bachelor of Software Engineering, Minor in Business   GPA : 3.63
Honors College Graduate