

Natalie Tat

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I've relocated home to Sydney after two years working at a prop-tech start-up in London. I'm seeking senior end-to-end or design systems roles.

education

University of Technology Sydney

Bachelor of Business - major in Marketing and International Business

Academy Xi

UX/UI Design Course

ADMA

Copywriting Essentials Course

tools

Figma

Miro

Whimsical

Storybook

TestFlight

Confluence

Jira

FullStory

Mixpanel

Hotjar

Google Analytics

Webflow

experience

Senior Product Designer — Plentific

London · 2023 – 2025

End-to-end delivery: Led web and mobile product development, including the integration of AI features and dynamic scheduling for property managers.

Mobile app overhaul: Rebuilt the mobile app to ensure interface parity with the web platform.

Design systems: Deployed and managed a unified design system across web and mobile, overseeing component lifecycles and sunsetting legacy assets and formalising component and pattern documentation.

Strategic planning: Partnered with product managers and engineers to define and prioritise the product roadmap.

Product Designer — Deputy

Sydney · 2022 – 2023

Mobile lead: Directed end-to-end design for iOS and Android apps, specifically for shift worker clock-in and out flows and business owner real-time insight dashboards.

Collaboration & mentorship: Facilitated workshops and mentored associate designers while presenting product updates to senior leadership.

System contribution: Scaled the design system to align components across design and engineering and led a company-wide product illustration rollout.

CMS & Systems Designer — Lendi

Sydney · 2021 – 2022

Modular design: Designed a modular CMS used by both Lendi and Aussie Home Loans.

Web rollout: Led the design and launch of the Aussie Home Loans website.

System architecture: Developed and championed Lendi's multi-theme design system.

UX Designer — Symbio

Sydney · 2017 – 2021

E-commerce and corporate web design: Led the design of high-traffic e-commerce and corporate website from concept to launch.

Data-driven iteration: established customer feedback loops and implemented event tracking to drive evidence-based product improvements.