

# Natalie Tat

natalietat.com  
linkedin.com/in/natalie-tat  
natalie.tat@icloud.com  
+61 403 833 032

*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.*

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## education

### University of Technology Sydney

Bachelor of Business - major in Marketing and International Business

### Academy Xi

UX/UI Design Course

### ADMA

Copywriting Essentials Course

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## 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.