# NATASHA PAUL STEPHEN

## PRODUCT DESIGNER

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## EDUCATION

### University of Washington

Master of Science
Human Centered Design and Engineering

2021 - 2023

### SRM Institute of Technology

Bachelor of Technology
Computer Science Engineering

2014 - 2018

## EXPERIENCE

### UX Designer at SAP

2023 - Present

• Works on SAP.com as the lead UX Designer for the Procurement area. Designs visual enhancements for the website. Work includes continuously improving the user experience for a B2B buyer in collaboration with SEO, Content lead, Developers, and Data analysts.
• Designed an ROI calculator – to convince customers to move to the cloud version of an SAP product. The feature increased SMC interaction rate (Release to now: 3.3%) with approximately 800 visitors in 2 months and a Return visit rate of 70%.

### Product Design Intern at GoDaddy Inc

2022 - 2022

• Tap to Pay feature - Designed a method for merchants to take customer payments (Tap to Pay) on the GoDaddy App. Used Material Design guidelines. Conducted usability tests with 20+ participants. After iterating based on feedback, delivered interactive prototypes and micro-animations.

### Product Designer at Freshworks Inc

2018 - 2021

• Freshdesk Shopify Integration – Designed new Shopify functionalities in Freshdesk (Enterprise-grade CRM) to facilitate view, cancel and refund orders, resulting in an increase in adoption rate (from 2.2% to 3% per month) and in customer support productivity. Generated a revenue of 600K ARR in 6 months
• Freshdesk WhatsApp Integration - Designed a 4-step setup wizard to ease the Freshdesk Admin Experience integrating WhatsApp business accounts with Freshdesk resulting in 1000+ Freshdesk accounts being setup within a year with a total impacted MRR of ~500K.