

# Natasha Noltmier

Senior Product Designer, Berlin, Germany

[ux.designer.natasha@gmail.com](mailto:ux.designer.natasha@gmail.com)

[linkedin.com/in/natashanoltmier](https://linkedin.com/in/natashanoltmier)

[natashanoltmier.com](https://natashanoltmier.com)

Senior Product Designer with 10 years of experience shaping complex products, leading cross-functional work, and driving growth through user-centered strategy. I turn ambiguous systems into intuitive end-to-end experiences and specialize in onboarding, activation, personalization, and productivity workflows. With a background in product design, UX research, and data-driven iteration, I deliver clarity, impact, and measurable value across B2C and B2B products.

## EXPERIENCE

**Senior Product Designer, Growth** | Lingoda GmbH Jun 2025 - Dec 2025

Drove onboarding improvements to speed learner time-to-value and increase trial-to-order conversion. Collaborated cross-functionally to deliver the first stage of a personalized journey and a faster placement test (~10 min quicker), reducing early activation friction.

**Senior Product Designer** | Nutanix Germany GmbH Nov 2021 - Feb 2024

Led design of a unified cloud console, partnering with product and engineering to integrate 8–10 tools into a single interface, closing a key UX gap for high-value enterprise customers by reducing friction, aggregating information, and surfacing critical alerts.

**Senior Product Designer** | Evernote Jan 2020 - Jun 2021

Owned end-to-end design of a cross-platform task system. Worked closely with product, engineering, and research to align, iterate, test, and ship a highly requested feature in a complex, mature ecosystem, supporting a strategy to increase monetizable product value.

**Product Designer, Growth** | Evernote May 2018 - Jan 2020

Designed rapid, data-driven growth experiments across activation, engagement, and monetization, including improvements to paywalls, payments, subscriptions, and retention. Delivered a \$343K annual bookings increase through paywall optimization and a 5% lift in newly activated users through personalized onboarding.

**UX Designer** | CoverHound Insurance Oct 2017 - May 2018

Improved UX for CoverHound's small-business insurance platform by streamlining the multipage quote intake flow, adding fuzzy search for complex industry terms, and refining product selection with progressive disclosure tested through A/B experiments.

**Interaction Designer** | Parade Design Dec 2016 - Aug 2017

Designed and tested digital experiences for clients including Google, Salesforce, and Slice Intelligence, contributing research, prototypes, and interaction design for projects ranging from a workflow-management mobile app to a redesigned Google Daydream VR experience.

**UX Researcher** | University of Washington Jan 2014 - May 2015

Led user research and usability for an enterprise software team, establishing processes for gathering user feedback and turning insights into actionable product direction.

**User Research Intern** | Microsoft Jan 2013 - Mar 2013

Researched factors influencing screen-quality perception, designed and moderated a comparative user study evaluating Microsoft Surface displays against competing brands.

## EDUCATION

2015 - 2016

**Master of Interaction Design**  
California College of the Arts

2009 - 2013

**B.S. Human Centered Design Engineering (HCI)**  
University of Washington

## SKILLS

Product strategy, End-to-end product design, Interaction design, Visual design, Information architecture, Systems thinking, UX research, Rapid prototyping, AI-assisted prototyping, Design systems, Cross-functional collaboration, Data-informed design, Growth experimentation, Workshop facilitation

## TOOLS

Figma (Design tokens, Auto layout, & Components), FigJam, Polymet, Lovable, Framer, Webflow, ChatGPT, Claude, Adobe Creative Suite, JIRA, Tableau, Google Analytics

## LANGUAGES

Native English, German A2.2