

Natasha Noltimier

Senior Product Designer, Berlin Germany

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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. Worked within legacy constraints and an evolving growth strategy to clarify the early learner journey and reduce initial friction.

- Collaborated cross-functionally to deliver the first stage of a personalized onboarding UX.
- Delivered a product tour to orient new learners and increase first week class bookings.
- Redesigned the placement test into a lightweight self-assessment (~10 min faster) informed by user research, reducing activation friction and retaining placement accuracy.

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.

- Defined the navigation, settings, and shared patterns needed to unify previously separate tools into one centralized system.
- Drove alignment across product, engineering, and design system teams to support integration of complex cross-product workflows.
- Supported improvements to multi-tenancy and large-scale cluster management to ensure the system worked reliably at enterprise scale.

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.

- Defined cross-platform interaction model for creating, editing, and prioritizing tasks.
- Designed the behavior and sorting logic for a consolidated task view with reminders, due dates, and flags to support both quick capture and deeper organization.
- Partnered with Growth and Marketing teams on a new monetization strategy, and designed and shipped a feature trial and paywall experience.

Product Designer, Growth | Evernote May 2018 - Jan 2020

Designed rapid, data-driven growth experiments across activation, engagement, and monetization, later serving as Monetization Lead and driving data-informed design work on paywalls, payments, subscriptions, and retention.

- Delivered a \$343K annual bookings increase through a single paywall optimization.
- Designed a personalized onboarding flow, and continued guidance that drove a 5% increase in newly activated users (NAU).
- Partnered with PM, engineering, data science, and marketing to plan, design, and ship experiments on a two-week sprint cadence.

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, Design thinking, Systems thinking, Growth experimentation, Interaction design, Visual design, Rapid prototyping (incl. AI tools), UX research, Workshop facilitation

TOOLS

Figma, FigJam, Polymet, Webflow
Framer / coded prototyping,
ChatGPT, Adobe Creative Suite,
JIRA, Tableau, Google Analytics

LANGUAGES

Native English, German A2.2

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EXPERIENCE CONTINUED...

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 efforts for an in-house enterprise software team, establishing best practices for gathering and sharing user feedback and translating insights into actionable goals, principles, and user stories.

User Research Intern | Microsoft

Jan 2013 - Mar 2013

Conducted a baseline study on screen-quality perception for the Microsoft Surface team, researching key factors affecting visual quality and designing and moderating a comparative user study against competing displays.

Student Researcher | University of Washington

Jan 2010 - Sep 2010

Designed and built a Twitter-integrated app to help new parents track developmental milestones and identify potential delays, and contributed to related HCI research in the CHiLL (Computing for Healthy Living & Learning) Lab in the HCDE department.

DELIVERABLES

High-fidelity design, Responsive design, User flows, User journey maps, Service blueprints, Sketches, Wireframes, Information architecture, Systems diagrams, UX research plans and reports