Natalie Doyle

Product Designer

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Bio

Senior Product Designer with an Industrial Design background delivering human-centred digital products. I combine research, prototyping, and design thinking to solve real user problems, streamline business processes, and create experiences that last.

Experience

Willow Inc — Senior Product Designer 2022 - 2026

Partnered with product managers, engineers, SMEs and customers to define product direction and deliver products that met user needs and business goals.
Led end-to-end design from discovery and research through to launch, including wire framing, prototyping, usability testing, and iteration.

UTS — Advanced Interaction Design Tutor 2023 - 2026

Delivered weekly lectures, workshops, and studio sessions on advanced interaction design to 45 students across numerous disciplines, covering topics such as prototyping, UX research, design systems, accessibility and UI design.
Provided detailed feedback on student projects and assessed work against learning outcomes, helping students build industry-ready portfolios.

Emersive.co — Experience Designer 2021 - 2022

Supported the Head of Design in shaping the experience strategy for a iOS/Android fitness application, working closely with product, engineering, and marketing to deliver a seamless launch. Owned design across key flows including onboarding, workout tracking, goal setting and video UI, from wire framing and prototyping through to usability testing and final handoff.

OXFORD SHOP — Digital Designer 2017 - 2021

Worked closely with State Management and other stakeholders to design a new employee onboarding training booklet that clearly communicated policies, processes, company culture and specific product training to new starters. Owned the design process from content gathering and layout planning through to final production, delivering a print/digital/interactive PDF resource used by 50+ new employees.

Education

RMIT — Bachelor of Industrial Design Honours 2016 - 2019

Mizko — The Ultimate Figma & UI Masterclass 2021 - 2021

RMIT — User Experience Design 2020 - 2020

QUT — Graphic Design Minor 2015 - 2016

Skills & Tools

User Experience	Office Suite, Dovetail, Miro, Maze, Figjam, Claude
User Interface	Figma, Adobe Suite

References

Available upon request