

NATASHA CHALLA

UX / UI DESIGNER

Portfolio / Website: <https://www.natashachalla.com/>

Email: natashachalla11@gmail.com

Phone: 949-295-5049

Work Status: U.S. Citizen

TOOLS

DESIGN TOOLS

Figma, Adobe XD, Illustrator, Photoshop, InVision, ProtoPie

BI & PROGRAMMING TOOLS

Power BI, Tableau, SQL, SQL Query

SELECTED PORTFOLIO PROJECTS

- [Groupon](#) - E-commerce Marketplace App Redesign
- [Need Fifteen](#) - Spa & Self-Care Mobile Shopping App Concept
- [Seven of Arts](#) - Visual Arts Showcasing Responsive Web Design

DESIGN SKILLS

- User Interface Design
- User Interaction Design
- Responsive Web / Mobile App Design
- Low & High - Fidelity Wireframing
- Prototyping
- Branding
- Visual Design
- Color Theory
- Typography
- User Experience Design
- User Research & Interviews
- Usability Testing / User Testing

CERTIFICATION

DESIGN CERTIFICATION

- UI / UX Design Training Course
E-Learn Infotech
(June 2023 - August 2023)

BI CERTIFICATION

- Microsoft Certified (Exam PL-300)
Power BI Data Analyst Associate
(Issued: Oct 2022)

EDUCATION

California State University, Fullerton

- *B.A in Business Administration & Info. Systems*
(Graduated: Jan 2021)

SUMMARY

I'm a UI / UX Designer with 3 years of experience in the IT Industry. I specialize in Design Thinking, Web Design, Mobile App Design, Visual Design, Wireframing, Prototyping, Interaction Design, User Flows, Usability Testing, and User Research. My experience entails coordinating with cross-functional teams to create integral user experiences with web / mobile app user interface designs and with Business Intelligence reporting tools; Power BI and Tableau.

WORK EXPERIENCE

UX / UI Designer - Tapestry, Inc.

(Oct 2023 - Present)

Created functional prototypes along with low & high-fidelity wireframes on Figma for a responsive design for the company's internal services. Working independently while also collaborating with a cross-functional team including the product manager and senior UX designer to contribute to user research, usability testing, and design critique sessions to deliver an intuitive user experience. Collecting feedback on user experience and implementing micro changes through multiple iterations for the user interface while adhering to design systems. Ensuring smooth communication with clients during the design process by providing regular updates and incorporating their valuable feedback.

Power BI Consultant & Developer - FreshBI Reporting Inc.

(Oct 2022 - May 2023)

Designed and developed Power BI reports and dashboards for Project/Application Infrastructure Cost Analysis, User Analysis, User Session Analysis, Sales and forecasting, Stats and Scopes, etc. Worked collaboratively with all the members in a client's team and project manager on different projects to understand the scope of the projects for each release. Created calculated columns and measures using Power BI SQL Query for required data visuals. Monitored the performance of reports daily, the background tasks for extracts, tuning the reports as necessary, and resolved report & data issues.

Tableau & Power BI Developer - Cox Communications, Inc.

(Feb 2021 - Oct 2022)

Created Tableau dashboards and Power BI reports using stack bars, bar graphs, donut charts, geographical maps, tree maps, packed bubble, heat maps, dual combination charts, KPIs and more with both tools parallelly. Worked with dimensions, measures, tooltips, advance calculations, table calculations, formatting, and color shadings to make functional reports along with an engaging visual dashboard.

INTERNSHIP

Tableau & Power BI Analyst - Atruz Solutions LLC.

(Oct 2020 - Jan 2021)

Created best-practice reports based on data mining, analysis, and visualization with Power BI and Tableau desktop. Maintained databases and reported any data issues, assisted on detailed weekly reports, and proactively participated in team meetings with managers and team leaders.