

Natasha Challa

PRODUCT DESIGNER (UX / UI)

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Work Status: U.S. Citizen

SKILLS

Digital / Tools

- Figma • Adobe Creative Cloud
- InVision • ProtoPie • Basic HTML / CSS
- Jira • Confluence • Microsoft Suite
- Sigma Computing • Power BI • Tableau

Design

- User Interface (Responsive: Desktop • Tablet • Mobile App) • User Experience • UX Research • Wireframing (Low - & High - Fidelity) • Prototyping • User Flow
- Information Architecture • Usability Testing • Dashboard Design and Development • Data Visualization

Collaboration

- Stakeholder Reviews • Developer Handoff • Design Documentation • Facilitating Design Critiques • Conflict Resolution • Consensus Building • User Research Synthesis • Feedback Integration • Cross-functional Teamwork
- QA Processes and Design Validation

CERTIFICATION

Design Certification

- UI / UX Design Training Course
E-Learn Infotech

BI Certification

- Microsoft Certified (Exam PL-300)
Power BI Data Analyst Associate

EDUCATION

California State University, Fullerton

- *B.A in Business Administration & Information Systems*

SUMMARY

Product Designer (UX/UI) with 4 years of experience in the IT Industry, specializing in user-centered design for responsive web and mobile applications across e-commerce, SaaS, and internal enterprise platforms. Strong background in **User Experience and Interface Design**, with expertise in **User Research, Design Thinking, Wireframing, Prototyping, Interaction Design, User flow, Information Architecture**, and **Usability Testing**.

Skilled in translating complex requirements into accessible, intuitive digital solutions using tools like **Figma** and **Adobe Creative Cloud**. Experienced in agile environments, collaborating closely with cross-functional teams including ux developers, product managers, and stakeholders. Also proficient in designing data-driven UIs for **Business Intelligence platforms** such as **Sigma Computing, Power BI**, and **Tableau**.

WORK EXPERIENCE

Product Designer - Xpanse

(August 2024 - Present)

- Designed a custom web portal in Figma to host embedded Sigma dashboards, tailoring layouts for diverse mortgage operations user groups from external clients and cross-functional internal teams including executives, senior leadership, product managers, product engineers, client operations, HR, finance, and Sigma system admins.
- Built interactive dashboards in Sigma Computing to deliver real-time, role-specific insights to internal teams and external clients.
- Collaborated on end-to-end UX design, conducting user interviews, affinity mapping, and post-interview analysis to identify pain points—manual reporting, data quality, unclear data readability, and limited visual interactivity—informing a more intuitive and engaging design strategy.
- Created user journey maps, user flows, and personas for each team to enable intuitive, goal-driven interactions, followed by designing high-fidelity responsive mockups for portal webpages and dashboard templates adhering to a style guide.
- Reduced reporting-related pain points by 50% by optimizing workflows and reducing reliance on fragmented tools like Excel and Jira Reports, helping users make effective, efficient, data-driven decisions with confidence.

UX / UI Designer - Tapestry, Inc.

(Oct 2023 - August 2024)

- Designed responsive, user-centric prototypes and wireframes in Figma for an internal data warehouse, enhancing intuitive access to complex data for diverse teams.
- Collaborated with cross-functional teams to conduct user interviews, usability testing, and workflow analysis, uncovering insights that improved data interaction and overall user experience.
- Iteratively refined interfaces based on user and stakeholder input, following established design systems and data visualization best practices.
- Increased accurate data interpretation and exploration by 20% through improved interactive design elements.

UX / UI Designer - Sports Excitement

(April 2024 - July 2024) - Freelance

- Contributed with a cross-functional team to the end-to-end UX/UI design process for a new startup global sports community platform aimed at connecting athletes, parents, and fans in one interactive space—from early user research to high-fidelity prototypes.
- Assisted in gathering user insights through contextual interviews, surveys, and usability questionnaires with athletes, coaches, and fans to inform user personas, feature prioritization, and data-driven design decisions tailored to a sports audience.
- Created user journey maps, wireframes, and clickable prototypes in Figma to visualize key flows such as athlete profiles, team dashboards, game scheduling, event tracking, and community forum.
- Contributed to the development and maintenance of a shared design system to ensure consistency and scalability across the product.
- Supported usability testing sessions and incorporated feedback into design iterations to improve overall user experience.

Power BI Consultant & Developer - FreshBI Reporting Inc.

(Oct 2022 - May 2023)

- Designed and developed Power BI reports and dashboards for various clients across different industries, covering Project/Application Infrastructure Cost Analysis, User Analysis, Session Analysis, Sales Forecasting, and other key metrics.
- Implemented advanced data modeling techniques including calculated fields, table calculations, and DAX measures, alongside dynamic tooltips, conditional formatting, and color shading to enhance report functionality and user engagement.
- Collaborated closely with client teams and project managers to understand project scopes for each release and ensure alignment.
- Monitored daily report performance and background data extract tasks, optimizing report efficiency and resolving data-related issues.

Tableau & Power BI Developer - Cox Communications, Inc.

(Feb 2021 - Oct 2022)

- Developed complex Tableau dashboards and Power BI reports utilizing advanced visualizations such as stacked bar charts, donut charts, geographical maps, tree maps, packed bubble charts, heat maps, dual-axis combination charts, and KPIs to deliver actionable insights.
- Created calculated columns and measures using Power BI DAX and SQL queries to build required data visualizations.
- Simultaneously managed dashboard development in Tableau and Power BI, ensuring consistency and performance optimization across both BI platforms.