

NATHANIEL CRUZ

ROLE

SENIOR PRODUCT DESIGNER

PORTFOLIO

NATHANIELCRUZ.COM

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Bio — With over 16 years of professional experience as a Product Designer, I have a proven track record of leading design teams, shaping product strategy, and delivering user-centered, high-impact digital experiences. I excel at aligning design vision with business goals, fostering cross-functional collaboration, and mentoring teams to drive innovation and produce memorable, user-focused products. I am seeking a senior-level role where I can leverage my expertise to shape product direction, inspire design excellence, and contribute to collective success.

Skill — Product Design (UX/UI Design), Proficient in leading end-to-end product design processes, from user research and interaction design to high-fidelity prototypes and efficient design systems. Expertise in creating data-driven, user-centered designs that prioritize usability, accessibility, and aesthetics.

Tools — Figma, Illustrator, Photoshop, InDesign, Lightroom, After Effects, Fullstory, Hotjar, InVision, DaVinci Resolve, Blender, VS Code, Webflow, Framer, WordPress, Statamic, Sketch & XD (RIP).

Experience — Samsung SmartThings - Senior Product Designer; 2021 (July) - 2024 (August) As the owner of UX and UI requirements and design for SmartThings US, I worked closely with our global product, research, and engineering teams to help define product requirements, develop concepts and establish industry-leading designs for the world's bleeding edge IoT/Smart Home service provider. Participating in routine planning and review sessions conducted throughout our international product team, I established design systems based on user research and busi-

ness requirements, and verified proper implementation to ensure that all design solutions were consistent with brand and effective in meeting the needs of our ever-evolving, technologically adept users.

Rapture Applications - Senior Product Designer (UI/UX Design) / Creative Director; 2015 (January) - 2024 (Present) Servicing a wide variety of B2B and B2C clients with ongoing design and web development services.

Intouch Solutions - Senior Art Director; 2017 (October) - 2017 (December) Responsible for the full user interface design of several landing pages ("day one" sites) and product micro sites within the AbbVie brand.

VelocityEHS - Senior User Interface Designer; 2016 (June) - 2017 (May) Responsible for the interface redesign (concept and implementation) and overall user experience of company's premiere/main B2B web application.

NCC Media - Senior User Interface Designer; 2015 (October) - 2016 (April) Responsible for the interface designs (concept and implementation) and overall user experience of 3+ B2B web applications.

University of Chicago Booth School of Business - Senior Designer; 2015 (February) - 2015 (March) Designed various print and digital design pieces for internal campus promotions and external marketing campaigns.

The Integer Group - Art Director; 2014 (May) - 2014 (November) Responsible for the conceptualization and design of visual retail marketing solutions for the Miller Lite brand. Helped lead and aid the team in the brand's recent and extensive rebranding effort to its white-labeling and clean, streamlined design. Managed and directed production of brand retail pieces from concept to completion, in close communication with internal and external production facilities. Worked together with the internal team and partner agencies in the development of new brand guidelines—under creative direction at an ACD, CD, GCD level.

Blue Cross and Blue Shield / HCSC - Web Designer / Front-End Web Developer; 2013 (August) - 2014 (May) Responsible for the design, development and ongoing maintenance of multiple consumer and business facing microsites, landing pages and web banner advertisements for Blue Cross and Blue Shield of Illinois,

Montana, New Mexico, Oklahoma, and Texas. Designed and developed for multiple devices and platforms using the latest UI/UX design standards and responsive code techniques, advancing brand quality and maintaining multi-device browser compliant code.

AbelsonTaylor - Digital Production Designer; 2013 (April) - 2013 (June) Tasked to modify and improve the design of existing web pages and various digital web elements, while collaborating with the creative team to ensure a consistent solution across several project drafts and compositions. Strict design guidelines were carefully followed and ultimately approved under creative direction.

Jacobs & Clevenger - Front-End Web Developer; 2013 (April) Commissioned for the development and modification of various email and responsive web page templates as well as social media integration and SEO advancements to the company's primary website developed on the Wordpress platform—meeting strict brand guidelines and browser compliance—under creative direction.

Harris D. McKinney - Web Designer; 2013 (March) Responsible for the design, development and modification of various web and print collateral, including email, landing page, web banner and trade show displays—meeting strict brand standards and browser compliance—under creative direction.

Queue Marketing Communications Group - Digital Designer; 2013 (January) - 2013 (March) Responsible for the conceptualization and execution of various web and mobile interface designs. Designed several promotional web pages as well as email and social media marketing campaign elements—meeting strict brand standards—under creative direction.

Auxiliary Skills — Art & Creative Direction, Front-End Development (HTML, CSS, PHP, JavaScript), Video Pre/Post Production, Motion Design, Lifestyle/Editorial Photography.