
Natalie Hill

Skills

Expert use of Figma, including the new AI-aided release, auto layouts, variables and more.

Design system builder, owner and maintainer.

Experienced with the UX process from end-to-end; research, strategy, workshopping, wire framing, UI, prototyping and developer handover.

Accessibility and usability advocate; I will always champion the user, their needs and their goals.

Adaptable user researcher and workshop creator and leader.

Naturally inquisitive problem solver who enjoys solutionising through design.

A focus on interaction, aided by strong working knowledge of HTML, CSS, and interactive javascript including GSAP to produce prototypes and code snippets.

Experienced in no-code solutions including Webflow, Wordpress, Squarespace and Framer with the ability to code custom components and interactions.

Strong and confident communicator with experience presenting to c-level staff, senior stakeholders and VIP clients

Naturally cheerful, easy to work with, adaptable and a true optimist

Education

First class BA(Hons) Illustration & Visual Media • London College of Communication (UAL)

Experience

Sole UX/UI Designer at MS Amlin **2024-25**

Working as the sole UX/UI designer in a team creating innovative solutions to complex problems in the specialist insurance industry. Working with affected users and senior stakeholders, I designed products to enhance efficiency and help quantify risk and exposure for easier analysis. I worked closely with data scientists to create custom AI models to meet niche user goals. As well as performing all UX research, discovery and design, I created and maintained a robust design system, coded prototypes and led presentations to senior members of staff.

Frontend & UX Lead **2022-24**

Frontend Designer at Outfly **2020-22**

Overseeing the web and product process end-to-end to deliver bespoke websites that champion good design and usability at an agency specialising in startups and innovation. My role spanned from leading UX workshops, information architecture and wireframing to independently building websites and products. I worked in close collaboration with the design and marketing team to fulfil briefs across a range of industries, as well as advising on feasibility, interaction opportunities and preventing scope creep. I champion good UX practices, web accessibility compliancy and modern design in my work.

Digital Designer & Developer at Ongea **2019 - 20**

Working as a web designer and developer in a fast-moving creative technology startup. In a small team in a new business, I was responsible for frontend web projects. This included UI and graphic design, branding, creating user flows, wireframes and creating websites using Webflow. I worked independently on projects in a client-facing role and was trusted to make important design and strategic decisions for the client.