

# Natalie Duerr



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## Experience

### Rho Product Designer

AUGUST 2025 – PRESENT

- Spearheaded mobile app redesign focused on money movement and integration with Plaid, driving \$7.28M in monthly deposits.
- Architected developer access tokens for secure, self-service API integration.
- Designed Gmail integration to automate receipt capture and workflows.

### Salesloft Product Designer

DECEMBER 2024 – JULY 2025

- Designed agentic features that transformed complex, in-depth reporting into digestible, role-specific summaries and recommendations.
- Reimagined sales coaching as an AI-first experience, implementing automated pattern recognition across deals, calls, and emails.

### Stash Product Designer

NOVEMBER 2023 – OCTOBER 2024

- Created the "My Goals" feature, providing personalized financial advice to everyday Americans.
- Facilitated discovery exercises with executive leadership and conducted comprehensive usability testing through multiple design iterations.
- Drove a 300% increase in usage compared to the previous experience.
- Converted 24.6% of goals into recurring deposits, a key company metric.

### Drift Product Designer

MARCH 2022 – OCTOBER 2023

- Discovered innovation areas for the customer-facing widget, successfully increasing engagement from 2% to 12%.
- Collaborated cross-functionally with PMs and Engineering to balance user expectations with technical constraints and business goals.
- Standardized stakeholder communication by preparing consistent design progress and decision presentations.

### Associate Product Designer

JUNE 2021 – MARCH 2022

### Product Design Co-op

JULY 2020 – DECEMBER 2020

## Expertise

Figma, Claude, User Research, HTML, CSS/SCSS, React

## Education

### Northeastern University

BFA in Design with a focus in Interaction Design

Minors in Computer Science and Art History

## Interests

Watching films, knitting, perfecting my matcha latte recipe