



Natalie
Levy-Costa

**Design Leader
& Strategist**

She/Her

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Experience

Left Field Labs Dec 2021 - Present

UX Lead

Experience Design team leader, working with internal, external, and client teams to identify user needs, business goals, and design extraordinary experiences. Deliverables ranged from primary research, ideation, and product iteration, through to prototyping, user testing, and product documentation.

Gannett May 2018 - Dec 2021

Principal Product Designer & Design Manager

Product Design team lead, working with cross-functional stakeholders to establish business requirements, understand market gaps, identify user needs, design human centered digital products, and deliver world-class content experiences across all Gannett brands.

Throughline, Inc May 2016 - April 2018

Design Strategist & Project Lead

Client-facing designer and strategist, working with C-Suite leaders and brands as large as the US Postal Service, to develop and deploy customer-centered solutions. Providing creative direction, team management, campaign development, and innovation strategy.

Education

Johns Hopkins University May 2016

MBA, Business Administration

Carey Business School

Maryland Institute College of Art May 2016

MA, Design Leadership

Florida International University December 2011

BA, English Literature

School of Arts and Sciences

Critical Skills

Human Centered Design Research

Design ethnographer, specializing in empathy research, market analysis, story telling, and primary qualitative research methodology.

User Experience

Accomplished designer, comfortable with high ambiguity, with expertise in translating user findings into usable and intuitive products.

Facilitation

Expert in planning, executing, and presenting findings from facilitated sessions, with a bias toward action, experimentation, and collaboration with internal and external stakeholders.