

Natnael Knobler

Product Designer

E: nati@goony.io

N: (916) 937-3074

P: <https://www.natnaelknobler.com/>

L: <https://www.linkedin.com/in/natnael-knobler/>

Experience

Founder and Lead Product Designer

Goony • February 2023 - Present

- Lead product designer responsible for UX research, UX design, product ideation, wire framing, UI composition, prototyping, and testing
- Manage a team of developers, ensuring the seamless integration of research insights into functional user-centered features
- Spearhead the development of Goony's MVP, currently undergoing testing and scheduled for submission to both Apple and Google app stores in September 2023

Venture Analyst

Mark Labs • September 2022 - March 2023

- Co-created company pitch deck helping to synthesize the companies mission for investors
- Conducted thorough market analysis to determine the size of the ESG SAAS market and assess Mark Labs positioning within the competitive landscape
- Supported CEO in crafting firm's messaging in preparation for a \$2M fundraising round, and the successful onboarding of new clients

Tools & Skills

Figma / FigJam

Adobe XD / Adobe Illustrator / Adobe Photoshop

Information Architecture

HTML / CSS

User Experience (UX) Research & Design

User Interface (UI) Design and Testing

Prototyping & Usability Testing

Wire Framing & Sketching

InVision & Sketch App (Learning in Progress)

Cross-Functional Collaboration

Design Projects

Coin[ed]

UI & UX • July 1st 2023 - July 14th 2023

Redesigned the UX and UI for an educational company aiming to create an engaging and scalable financial education platform for kids

Sherpa

UI & UX • June 7th 2023 - June 27th 2023

Designed a school discovery platform using qualitative interviews provided by the client, aimed at simplifying the school search process for parents

Goony Discovery Page

UI & UX • June 4th 2023 - June 9th 2023

Redesigned the Goony application's discovery experience based on usability findings indicating low user engagement

Haydn

UI & UX • May 19th - June 2nd

Designed a landing page and mobile application for a client aiming to expedite and optimize the writing process for young marketing professionals

Education

Product Design Student

Flatiron School • March 2023 - July 2023

Applied UX design principles to 5 projects over a 15-week bootcamp focusing on data collection, UX research, UI design, prototyping, and testing

B.A History

George Washington University • September 2017 - August 2022

Bachelor of Arts in History from the George Washington University