NATALIE BELLO SILVA // Sr. UX Designer & Researcher

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Linkedin | Public Trust Clearance Portfolio

SUMMARY
Sr. UX Designer & Researcher with 7+ years of experience designing secure, data-driven, scalable digital experiences across fintech, healthcare, cybersecurity, & government sectors. I specialize in enterprise UX design, authentication flows, service design, and research methodologies that bridge user needs with complex system requirements. Bilingual in English and Spanish, adept at cross-functional collaboration with security teams, engineers, and product leaders to drive innovation.

SKILLS AND TOOLS

Skills: Interaction Design, UX Research, Ethnographic Research, User Interface Design, Product & Business Strategy, Ideation, Usability testing, Accessibility heuristic audits, Information Architecture, Persona Creation, Rapid Prototyping, Wireframing, User Interviews, Affinity Mapping, Content Creation, Card Sorting, Human-Centered Design, Storyboarding, Typography, Iconography, Digital Branding,

Tools: Figma, Sketch, Mural, Miro, Dovetail, Optimal Workshop, UserZoom, UserTesting, Jira, FullStory, Trello, Notion, Slack, Wix, Webflow, WordPress, Shopify, Canva, Salesforce, Domo, Concur, and Adobe Suite.

AI Tools: Claude, Lovable, OpenAI, Vercel

Language Skills: Bilingual English & Spanish

RELEVANT EXPERIENCE

UX Designer & Researcher
Bluevoyant // Remote// 4/2025-Present

- Lead user experience design and user research for enterprise-grade cybersecurity platforms, collaborating closely with engineering, product, and threat intelligence teams to shape end-to-end user workflows.
- Conduct mixed-methods research (interviews, usability testing, card sorting) to improve the usability of threat hunting, incident response, and compliance tools.
- Design wireframes, prototypes, and visual systems for dashboards and analyst tools used by enterprise and government security teams.
- Facilitate design reviews, sprint planning, and research synthesis across cross-functional teams to align business goals with user needs.
- Contribute to design system documentation and usability standards for secure environments, ensuring accessibility and technical feasibility.

Sr. Bilingual UX Designer & Researcher
Bixal // Remote// 4/2024- 4/2025

- Led UX research and redesign of a federal benefits portal, increasing service adoption by 82% through improved accessibility and usability.
- Conducted bilingual usability testing (English & Spanish) with diverse users, leading to a 63% increase in government benefit applications among Spanish-speaking users.
- Implemented data-driven decision-making, reducing call center volume by 35% and saving an estimated $11.2M annually through improved self-service authentication & personalization.
- Designed wireframes and rapid prototypes for the federal benefits portal, streamlining the user experience and improving task completion rates by 47% through intuitive navigation and accessibility enhancements.
- Designed wireframe & rapid prototype concepts for an authentication pathway integrating Login.gov to streamline user access to benefits while conducting heuristic evaluations and stakeholder interviews to ensure compliance, security, and seamless UX.

Product Designer
KeyBank // Remote **7/2022- 4/2024**

- Developed and prototyped internal security UI, integrating multi-platform authentication (Teller21, internal fraud systems, third-party verifications) into a single workflow, reducing fraud incidents by 45%.
- Launched an enterprise security dashboard enabling real-time fraud monitoring and 100% adoption by KeyBank's security teams within 90 days.
- Conducted in-depth UX research by visiting high-risk and low-risk branches, interviewing tellers and stakeholders to identify pain points, develop research plans, and provide data-driven recommendations, leading to a 45% improvement in fraud detection efficiency.
- Led the end-to-end redesign of the Financial Wellness digital application, impacting 3.8 million consumer banking clients and driving a 63% increase in product and credit bookings.

Sr. Product Designer
Inova Hospital // Contract **1/2023-9/2023**

- Redesigned Inova's Life with Cancer website and internal platforms, increasing class registrations by 75% through improved navigation and accessibility.
- Designed the first Spanish-speaking cancer support program, increasing access to care by 75% through inclusive UX strategies.
- Led UX research on patient security & data privacy, identifying usability barriers and improving compliance with HIPAA standards.
- Created interactive patient education dashboards, leading to higher engagement and improved healthcare literacy.

Founder & Sr. Product Designer
Scarves For Healing // Washington, DC **12/2020- Present**

- Led product design for an e-commerce brand supporting women experiencing Cancer, developing a user-friendly website that boosted conversions by 45% through user research and iterative improvements.
- Conducted user research and A/B testing, optimizing product layouts and website UX, resulting in an 82% increase in customer engagement and a 30% boost in returning visitors.
- Designed, prototyped, and launched a physical product line, collaborating with manufacturers and implementing data-driven design decisions that enhanced production efficiency by 25%.

Consumer Reviewer & UX Researcher
United States Department of Defense // Remote **6/2020- Present**

- Led in-depth UX research and analysis on Breast Cancer Research programs, evaluating the user impact of proposed studies and advocating for patient-centered solutions in diagnosis, treatment, and quality of life.
- Successfully reviewed and synthesized insights from 60+ research applications submitted to the Department of Defense's Breast Cancer Research Program, ensuring alignment with patient needs and scientific innovation.
- Translated complex research findings into actionable recommendations, helping shape the allocation of $150M in Congressional funding for high-impact breast cancer research and treatment advancements.

EDUCATION

IT Specialist: Artificial Intelligence // Northern Virginia Community College // May 2025

User Experience Immersive // General Assembly // March 2022

Design Thinking for Innovation// University of Virginia | Darden Business School // August 2020

B.S Business Management & Tourism Event Management// George Mason University // May 2016