

# NATALIE MUNZI

SENIOR PRODUCT DESIGNER

## ABOUT ME

I am an experienced Senior Product Designer, ICAgile certified and currently working at TSB.

I merge UX reasoning with UI logic to shape products, whilst utilising agile methodology to collaborate with feature teams and developers. I focus on usercentred design, and work to create solutions that add value and relevance for the user.

Using the latest Product Design tools I have converted complex ideas into easy to use products with proven success through KPIs and data analysis. I have worked with small and larger brands including Dennis Publishing, West Ham Football Club, Superdrug and Sainsbury's.

## SKILLS

Figma, Sketch & Adobe XD • User Research & Testing • UserTesting & Miro • Prototyping • Jira, Confluence & Workfront • Photoshop, Illustrator & Indesign • Logo Design & Branding

## COURSES & TRAINING

**ICAgile Certified Professional**  
TSB, London

**ICAgile Certified Professional - Business Agility Foundations**  
TSB, London

**Designing for the Human Brain**  
Bunnyfoot, London

**PHP & MySQL Introduction**  
Media Training, London

**Emergency First Aid at Work**  
The British Red Cross at Win Technologies, London

**BSc Hons Multimedia Degree**  
University of Gloucestershire, Cheltenham | September 2003 – July 2007

## CONTACT ME

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## CAREER

### Senior Product Designer

January 2022 - Present

TSB, City of London, London

- Senior Product Designer for the Payments Value Stream, working with feature teams to plan and deliver enhancements to the TSB app
- Lead workshops, working groups and training sessions for the Design Chapter, as we transitioned from our old testing platform to UserTesting
- Reached the 2025 yearly sales target of 5,000 new current accounts opened by the beginning of April, for customers opening a second account on the TSB app, by streamlining the journey and making it a quicker, frictionless experience
- Increased marketing sign ups by 60% and increased paperless settings by redesigning the onboarding journey for customers using the app for the first time, and providing more personalisation options up front
- Supporting the Design Chapter by leading the weekly UI review, onboarding external designers and organising weekly check ins

### UI/UX Designer

September 2013 - January 2022

Betway, Camden, London

- Lead designer for the India region, engaging in UX research, testing and analysis to create localised designs, resulting in the business reaching it's KPI target early, of €5m revenue by April 2020
- Increased engagement across multiple regions with the Prize Wheel, working with developers and product owners to develop UI elements and guidelines, and alongside marketing teams to implement web and mobile assets
- Refreshed the Dream Bingo brand, collaborating with product owners, developers and visual designers to produce concepts, prototypes and design systems for future implementation by development and design teams
- Created national press ads and engaging website takeovers for Cheltenham 2019, which increased awareness and unique visits to the website by 1.1M
- Worked directly with the Creative Brand Lead and Brand Marketing Manager, to generate new concepts for the Casino and Vegas brands, following the success of the Angus and Gerrard sports campaign
- Sole designer for new email templates within the business; analysing heat maps, designing and coding components, A/B split testing and fixing bugs
- Produced new website templates to speed up delivery of assets and increase consistency across both the UK and Cape Town offices

### Web Manager

February 2010 – June 2013

Dennis Publishing, Fitzrovia, London

- Re-branded the Magazine Subscriptions website, liaising with the developers to produce user flows, wireframes, high fidelity prototypes and assets
- Responsible for creating microsites for publishers and high-profile affiliates such as Sainsbury's and Superdrug
- Planned marketing campaigns with the Marketing Executive, designing landing pages, as well as coding and scheduling weekly newsletters
- Designed Flash and animated GIF banners for affiliate websites, and applied affiliate tracking alongside the SEO Manager
- Improved senior leadership experience, managing the Admin Manager and Mid Weight Designer

### Visual Designer

March 2008 – February 2010

Auto Europe, West Drayton

- Created print advertisements and Customer Support materials, including PDF car hire guides
- In charge of developing new designs, and scheduling the Auto Europe UK & Ireland Newsletters
- Coded country guide pages and inserted imagery on the Auto Europe website and blog, to increase traffic and improve SEO
- Created Adobe Flash and Animated GIF banners
- Managed the newsletter email database and updated the RSS feed

## INTERESTS

Cooking, Baking and Eating Out | Travel | Music | Knitting and Sewing | Gaming | Visiting Art Galleries and Exhibitions