

# NAT WATKINS

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I work with users, stakeholders, and product teams to design meaningful experiences for a more equitable digital future.

## Work

IBM | Design Research Lead

Feb 2019 - January 2022

Established and managed an ecosystem of users to research and design interfaces for consumable AI platforms, hybrid cloud environments, and IBM hardware technologies.

The BHW Group | UX Designer

Oct 2018 - Feb 2019

Created web and application designs with a cross-functional, agile team. Clients included The University of Texas, Veritas Advantage, and #1 Apple Store bestseller: Ballistic X.

EVOlearn Lab | Research Assistant

Oct 2018 - Feb 2019

Invented and executed a universally accessible, standardized inventory of ethnographic research methods for metricizing cognition-- funded by the National Science Foundation and The Gates Foundation.

## Experience

IBM Makes | MakeLab Lead

June 2019 - January 2022

Coordinated and facilitated hands-on design projects with the U.S. Federal Government, Ford, Invision, SXSW, and more.

Freelance Volunteer Design Research

Ongoing

Collaborate with diverse teams to identify and present research insights and produce end-to-end service designs for nonprofit clients such as Greengate Farms, St. Louise House, WERA, and AIGA.

## Education

The University of Texas at Austin

Psychology, BA; Certificate Arts and Entertainment Technologies

## Skills

Usability Testing

Qualitative/Quantitative Methods

Contextual Inquiry

Portfolio Management

Workshop Facilitation

Design Thinking Frameworks

Data synthesis

Storytelling

Prototyping

## Proficiencies

Adobe Creative Suite  
Illustrator, Photoshop,  
Indesign, Final Cut Pro

UX/UI Design Tools  
Sketch, Figma, Invision

Collaborative Platforms  
Github, Jira, Airtable

## Awards

Blue Core Mentor

Enterprise Design Thinking  
Co-Creator

## Patents

State Aware Natural  
Language Query Interface,  
2022

Carbon Footprint Tracker  
Commerce Integration,  
2021