

NAT WATKINS

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I design and write about the technology shaping our future. I'm pretty optimistic about it, too.

Work

Digital Production Consultant (January 2022 - Present)

Working with passionate nonprofits to redesign online landscapes including searchability, e-commerce, content creation, and user interactions.

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

Technology Reporter

Freelance writing on technology, society, and everything in between. Publications featured in WIRED, The New Atlantis, and more.

Freelance Volunteer Design Research

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.

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.

Education

The University of Texas at Austin

Psychology, BA; Certificate Arts and Entertainment Technologies

Skills

Usability Testing
Qualitative/Quantitative Methods
Contextual Inquiry
Project Management
Content Design
Copywriting
Workshop Facilitation
Systems Design Thinking
Data synthesis
Storytelling
Prototyping
Agile Practices

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