

# Natalia Arsand

I work to improve the world through Technology & Design, because life should be made of incredible experiences.

## Booking.com / Senior Product Designer

OCT 2015 TO PRESENT

I was able to see both sides of the biggest travel company in the world, working for partner-facing products (B2B) as well as customer-facing (B2C). From field research to A/B testing, I've done it all.

## ThoughtWorks / UX Design Consultant

OCT 2012 TO AUG 2015

As a ThoughtWorks consultant I was helping clients in Brazil, the US, the UK and India throughout their Agile Transformation, pairing with them to build their products keeping their customers at the centre of the process.

## Engage / UX Designer & Frontend Developer

JUN 2011 TO OCT 2012

A startup focusing on product consultancy and software development for the social sector. I was responsible for talking with clients to understand their needs, gather requirements, organize the team's work, design it all and implement the frontend.

## Dell Inc. / Frontend Developer

MAR 2009 TO JUN 2011

Front-end heavy work for Dell Inc., my team rebuilt the entire Dell.com e-commerce platform. I was coding in C#.NET, XSLT, HTML, CSS and Javascript while collaborating with teams spread all over the world.

## TCA Informática / Webmaster Intern

FEB 2008 TO FEB 2009

I was hired to provide network and internet support over the phone, I ended up developing websites for multiple stakeholders in ASP, PHP, HTML and CSS. I also created print materials for the company, such as flyers and visit cards.

Brazilian living in Amsterdam

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## ACHIEVEMENTS

Product Camp São Paulo

**Closing keynote: The underlying magic of a well-made product**

DEC 2019 · [www.productcamp.com.br](http://www.productcamp.com.br)

PM3 – Product Managers Course

**Tutor: Introduction to UX and Product Discovery (4 classes)**

SEP 2018 · [www.cursospm3.com.br](http://www.cursospm3.com.br)

Sustainable UX Conference

**Talk: Designing for the Behavior of a Sustainable Future**

FEB 2017 · [www.sustainableux.com](http://www.sustainableux.com)

UXCONFBR Conference

**Talk: Design, Psychology and E-commerce: Are we manipulating our costumers?**

MAY 2016 · [www.uxconf.com.br](http://www.uxconf.com.br)

Agile Trends Conference

**Talk: Cognitive Psychology and Software Development**

APR 2015 · [www.agiletrends.com.br](http://www.agiletrends.com.br)

Interaction South America 14

**Workshop: Beyond Creativity, a workshop about Design Thinking**

NOV 2014 · [isa.ixda.org](http://isa.ixda.org)

MATERIALS FOR THESE AND MORE  
[slideshare.net/nataliarsand](https://slideshare.net/nataliarsand)

Currently studying Design & Innovation for Sustainability at Open University (Remote BsCs)

My current favorite design tools are Miro and Figma, besides pen and paper. I can't do without discovery and critique sessions, I rely a lot on understanding context and receiving feedback to do my best work.