

# PATRICIA NATALIE

HEALTHY TEEN NETWORK

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## SKILLS & SUBJECT AREA EXPERTISE

Patricia (she/her) is a human-centered designer who uses research, collaboration, and innovation to facilitate community-centered, systems-level change. Her main advocacy areas include health equity, sexual and reproductive justice, body politics, women's rights, and racial justice.

## EDUCATION

### MARYLAND INSTITUTE COLLEGE OF ART (MICA), BALTIMORE, MD

MASTER OF ARTS, SOCIAL DESIGN, 2017

- Thesis: Redefining Beauty and Health of Women
- Award: Joseph and Harvey Meyerhoff Family Charitable Funds You+ Graduate Fellowship
- Fellowship: Clinical Trials Systems Project Fellowship, Johns Hopkins University & MIT Collaboratives

### UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA), LOS ANGELES, CA

BACHELOR OF SCIENCE, PSYCHOBIOLOGY, 2015

- Independent research project: A Shared Propensity Towards Food and Alcohol.
- Award: Dieting, Stress, and Health (DiSH) Lab Excellence in Undergraduate Research Award
- Award: UCLA Dean's Honors List, 2014 & 2015
- Certification: Health Insurance Portability and Accountability Act (HIPAA)
- Certification: CITI Human Subjects Research (HSR) and Institutional Review Boards (IRB)

## PROFESSIONAL EXPERIENCE

### DESIGN RESEARCHER

HEALTHY TEEN NETWORK, BALTIMORE, MD

2022 - PRESENT

Facilitates primary and secondary research processes to uncover meaningful youth-centered insights. Co-creates and iterates innovative, practical, and accessible interventions for youth and youth-serving professionals in the field of adolescent sexual health and reproductive justice.

- Manages an OPA-funded research-to-practice Thrivology project that aims to develop innovative trauma-informed resources for youth-serving professionals. Coaches a group of adolescent health researchers, design researchers, and youth-serving professionals to develop such resources.
- Led the development of interactive, digital stories about young parents in and out of foster care, intended for policy advocates and members of the Congress, funded by the Annie E. Casey Foundation.
- Led the optimization of Zola, a health chatbot, that helps young people aged 14-23 gain more information about HPV and agency over their sexual health.
- Led the development of multiple animated videos about childhood immunizations and digital health literacy for adolescents, parents, and healthcare providers, funded by the Baltimore City Health Department (BCHD).

### HEAD OF UX/UI AND DESIGN STRATEGY

SHAPA HEALTH, PALO ALTO, CA

2017 - 2022

Led creative strategies for Shapa's wellness program based on principles of behavioral science. Facilitated the entire product lifecycle of the program, from generative user research to post-release iteration.



- Designed the user interface for Shapa’s native mobile applications (iOS and Android), including the Shapa Health app, ClearStep app for eating disorder recovery, Shapa for AIG Life Insurance, and more.
- Scaled user growth from zero to 23,500 Shapa users and 4,000 ClearStep users.

### **SOCIAL INNOVATION DESIGN FELLOW**

CLINICAL TRIALS SYSTEMS PROJECT, JOHNS HOPKINS UNIVERSITY & MIT COLLABORATIVE INITIATIVES, BALTIMORE, MD

2016 - 2017

Served as a strategic design guide for developing recommendations for the clinical trials systems.

- Co-facilitated Human-Centered Design (HCD) workshops with project team members, partners, and advisors.
- Visualized quantitative and qualitative insights gathered through user and market research.

### **DESIGN CONSULTANT**

IRRATIONAL LABS, SAN FRANCISCO, CA

2015 - 2017

Visualized research data on psychology and behavioral economics into digestible formats.

### **ASSOCIATE DESIGNER**

RECOVERY WARRIORS, SAN DIEGO, CA

2015 - 2016

Designed website, resource materials, and social media collateral for eating disorder recovery.

### **RESEARCH INTERN**

AMERICAN INSTITUTE FOR BEHAVIORAL RESEARCH AND TECHNOLOGY (AIBRT), SAN DIEGO, CA

2015 - 2016

Prepared and revised manuscripts for large-scale grant applications. Assisted with quantitative coding and pilot-testing of research projects.

### **RESEARCH INTERN & GRAPHIC DESIGNER**

CORNELL UNIVERSITY FOOD AND BRAND LAB, ITHACA, NY

2015

Collected, analyzed, and interpreted data on eating behaviors, food waste, and health trends.

### **GRAPHIC DESIGNER**

ASSOCIATED STUDENTS UCLA MARKETING AND COMMUNICATIONS, LOS ANGELES, CA

2014 - 2015

Designed and installed custom signages, posters, and banners for UCLA Store, UCLA Restaurants, and other offices.

## **PUBLICATIONS**

Natalie, P. (2023, June 8). *How to Use Storytelling as a Vehicle for Social Change*. Healthy Teen Network.

<https://www.healthyteennetwork.org/news/how-to-use-storytelling-as-a-vehicle-for-social-change/>

Natalie, P., Fishbein, J., Garrido, M., Sufrinko, N., & Cowsert, M. (2023). *Young Parents Stories*. Healthy Teen Network.

<https://www.healthyteennetwork.org/resources/young-parents-stories/>

Allen, S., Barr, M., Chartrand, J., Fuentes, V., Natalie, P., et al. (2018). *Stay Sexy, Stay Healthy, Get Checked* [Human-centered design report and analysis]. Baltimore City Health Department, Johns Hopkins Center for Child and Community Health Research, Maryland Institute College of Art. <https://www.mica.edu/research/center-for-social-design/case-studies/youth-stis/>

Natalie, P. (2017). *Redefining Beauty and Health of Women* [Master’s thesis]. Maryland Institute College of Art.

[https://issuu.com/patricianatalie/docs/thesis-publication\\_patricia-natalie](https://issuu.com/patricianatalie/docs/thesis-publication_patricia-natalie)



Natalie, P., Cummings, J., & Tomiyama, J. (2015). *A Shared Propensity Towards Food and Alcohol*. [Independent research project and academic poster]. University of California, Los Angeles.

## SERVICE

### VICE PRESIDENT OF DESIGN & COMMUNICATIONS

UN WOMEN USA LOS ANGELES, LOS ANGELES, CA

2018 - 2022

*In addition to the responsibilities as Design Coordinator:* Strategized with the Board of Directors on local campaigns and initiatives, membership retention, and fundraising efforts. Utilized participatory design methods to engage community members in creative ways to address women's rights and gender equality. Developed communications strategies for community-based initiatives and campaigns around gender-based violence, sexual harassment, homelessness.

- Fundraised a collective goal of \$15,000 annually, contributed directly towards UN Women projects and program development in the Global South.
- Organized events and conferences, online and in-person, related to gender equality campaigns such as Safe Cities LA, HeForShe, Violence Against Women and Girls (VAWG), and more.

### DESIGN COORDINATOR

UN WOMEN USA LOS ANGELES, LOS ANGELES, CA

2016 - 2018

Led a growing team of designers and communications professionals to produce impactful and cohesive deliverables that galvanize actions towards gender equality.

