

Nataly Cruz

UX DESIGNER

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PROFILE

With 5 years of experience in commercial and residential Real Estate Sales, I have developed a strong professional presence and consider myself to be an organized, diligent, hardworking and responsible worker. As an avid networker, watching Miami develop, I've become very inspired to join the tech movement. With my recent Brainstation education, I have the foundational knowledge in design thinking and the technical practice with UX/UI design tools to be successful in an innovative tech team. Looking at the Miami Landscape I also have a personal interest in Web 3.

SKILLS

Figma, Photoshop, PowerPoint, Salesforce, Tableau, Yardi, Sketch, InVision, POP App, Optimal Sort, Principle, Adobe Creative Suite, Zeplin

EXPERIENCE

Transaction Services Specialist | Newmark

May 2022 - March 2022, MIAMI, FL

- Assessed the needs of both the team and the client to determine the appropriate methodology, format, and medium for creating marketing and presentation materials. Additionally, provided oversight of all operations for the tenant rep team, including managing team listings, contracts, and pitch and presentation preparation.
- Acted as point of contact and liaison with centralized marketing, analysis, and research groups to coordinate the completion and submission of financial, marketing, and various client specific property data to incorporate into customized property information packages
- Promoted to second-tier transaction services coordinator within first three months of employment

Advisor | Zillow Offers

June 2021 - April 2022, MIAMI, FL

- Delivered a world-class customer experience through an applied consultative sales approach and sales closings methodology to a high-volume monthly pipeline leads in Salesforce (CRM)
- Partnered with Zillow transaction managers to ensure customers experienced smooth closings post-Zillow offer contract acceptance
- Outperformed quarterly key performance indicator metrics in three ways; Zillow Offers contracts, Zillow Home Loans connections, and transfers to local Zillow Premier Agent partners. Executed 36 contracts per quarter

EDUCATION

BrainStation | Diploma, User Experience Design

FEB 2023 - MAY 2023, MIAMI, FL

Florida Atlantic University | Bachelors in Communications

JAN 2014 - 2018, BOCA RATON, FL

PROJECTS

UX Designer | Capstone Project (App Prototype)

MAY 2023, BRAINSTATION/SCHOOL