NORA GOODALE FORTOUL

San Francisco, CA

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Product Designer



About me

Hello, I'm Nora

I'm a data-driven product designer with a creative and strategic approach to solving problems and crafting intuitive interfaces that support users and businesses.

Skills

Figma | Notion
Illustrator | Excel
Collaboration | Creativity
Prototyping | Usability Testing
Research | Analysis

Education

Flatiron School
Product Design
April - August 2024 (800+ hour immersive)

Washington University in St. Louis
B.A. in Philosophy-Neuroscience-Psychology, minors in Architecture and Business of Social Impact
2022

Publications

"A non-canonical SWI-SNF complex is a synthetic lethal target in cancers drivenby BAF complex perturbation" in Nature

Experience

Compliance Analyst (contract)

Rockefeller Capital Management / NY, New York / January - June 2023

- Managed firm-wide compliance project involving over 300 employees.
- Developed and implemented organizational systems that streamlined inter-departmental communication and the time-sensitive revision of client-facing documents, ensuring the firm's regulatory compliance.

Independent Consultant (startup) (women founded)

ReflektMe / Remote / January - June 2022

- Led the redesign and copywriting of a pitch deck for a startup's $10M Series A round.
- Rapidly responded and managed the successful resolution of a high stakes work emergency by recruiting and delegating tasks to a team of five students.

Junior Analyst (women founded)

The Artemis Fund / Remote / March 2021 - May 2022

- Developed a new visual identity from basic brand guidelines for a $50M fundraise. Collaborated closely with the CEO on design and copy for investor-focused company materials.
- Streamlined operations by building a Notion platform to support founders and internal fund processes.
- Led research teams to analyze emerging markets and identify trends, legislation, competitive landscapes, and exit strategies for investment in fintech.

Summer Intern (environmental impact)

Vāstu Shilpā Consultants / Ahmedabad, India / Summer 2019

- Edited and produced data-driven land and funding diagrams to communicate how adaptive infrastructure can address environmental pressures and promote social welfare.
- Drew detail-oriented architectural plans for construction of India's first triple net zero energy university.

Research Assistant (publication)

Dana-Farber Cancer Institute / Boston, MA / July 2015 - November 2017

- Researched sub-units of the BAF chromatin remodeling complex to better understand formation and treatment of human-cancers.

Projects

Design for America (human centered design thinking)

- Integrated human-centered design with product development to tackle problems faced by community partners; conducted user interviews and analyzed current shortcomings to implement tailored solutions.

Lend (market research) (user research) (prototyping) (user testing) (user UX/UI design)

- Conducted in-depth market and user research from scratch to develop app idea and launch MVP.
- Designed and prototyped app to hyper-localize the sharing economy by bringing it directly to friend groups. Product builds community, benefits the environment, and is cost-effective for users.
- Pitched idea to software engineers to determine viability.

School Crumbs (UX/UI design) (user research) (prototyping) (user testing)

- Synthesized insights about user pain points and motivations from unstructured interview data.
- Defined opportunities in the education market by conducting SWOT analysis.
- Conceived of and designed app to help parents maximize the benefits of their extensive school research, enabling them to make well-informed decisions based on a comprehensive synthesis of all their findings.
- Built and conducted usability test to identify areas of improvement and iterated upon initial design.