

Nathan Salas

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Education

University of California, Davis

3.9 GPA · B.A. Design & B.A. Psychology

Experience

HackDavis- Brand Design Director & Design Lead

June 2026 - Present

Led brand development from **0 to 1**, creating cohesive brand identity with design systems and visual guidelines. Designed merchandise through full production cycle including assets while mentoring design team members. Collaborated with marketing and developer teams to ensure brand consistency across all touchpoints.

Design Interactive - Product Designer

March - June 2026

Optimized **first-time user experience (FTUX)** onboarding for **0 to 1** product called ThreadIt. Engineered non-linear paced progress bar and continuous feedback loops using AI-assisted prototyping to drive immediate user activation and retention. Partnered closely with engineering to ensure design fidelity.

Sachacks - Product Designer

October - February 2026

Led product design and collaborated with cross-functional design and developer team, shipping Hacker Hub, a responsive web application used by **200+ participants and judges**. Translated technical requirements into intuitive UI patterns and ensured seamless handoff.

#Include - Product Designer

February - June 2026

Designed and shipped responsive website for local clinic organization with cross-functional team of 8 designers and 7 developers. Translated user research into on-brand designs with improved user flows and content discoverability. Practiced component-based design system approach ensuring consistency and developer handoff efficiency.

Leadership

Design Interactive - Fellowship Manager

September 2026 - Present

Manage and mentor **80+ design fellows** through structured UI/UX program; develop and deliver comprehensive curriculum covering design fundamentals, process stages, and hands-on practice with weekly educational materials and presentations

Skills

Figma, Figma Make, Prototyping, User Research, Design Systems, A/B Testing, UI/UX Design, Wireframing, Product Design, Brand Design, Adobe Creative Suite, Claude Code, Claude Design, HTML/CSS, AI, Vibe Coding, AI-Integrated Design, Interaction Design