

# NATALIE PITTS

## Front-End Developer & UX/UI Designer

Tel-Aviv, Israel | +972-54-7769369 | nataliepittss@gmail.com | US & Israeli Citizen | Relocation Ready

Front-End Developer & UX/UI Designer with a background in Data Science. Expert in building intuitive, high-conversion platforms using React, TypeScript, and Tailwind CSS, maintaining a premium minimalist aesthetic.

### CORE EXPERTISE & TECHNICAL STACK

#### FRONT-END DEVELOPMENT

React.js, TypeScript, JS (ES6+), Tailwind CSS, Framer Motion, Angular, HTML5, CSS3

#### AI & EMERGING TECH

Gemini AI, Claude AI, Prompt Engineering, AI-Powered Development Workflows

#### PRODUCT DESIGN (UX/UI)

Figma (Daily Use), UX/UI Strategy, Responsive Design, Photoshop, Illustrator, Brand Identity

#### BACK-END & INFRASTRUCTURE

Node.js, Python, SQL, MongoDB, GCP (Cloud Engineer), Linux, Kubernetes, Git

### PROFESSIONAL EXPERIENCE

#### IntellForce

2023 - Present

Front-End Developer (80%) & Designer (20%)

- Lead developer/designer for **fmmeds.com**; ensuring compliance with US healthcare advertising policies.
- Leverages **Gemini and Claude AI** to accelerate development cycles and complex code generation.
- Engineered a custom accessibility menu with 18+ features to meet ADA and WCAG 2.1 standards.
- Bridges design-to-code gaps by building robust Figma design systems, accelerating development by 30%.
- Develops high-traffic digital products including VOD and e-learning platforms using React and Node.js.

#### Webhelp

2022 - 2023

Data Solution Engineer (GCP Projects)

- Optimized GCP infrastructure and resolved data pipeline issues to ensure 99.9% uptime for global clients.
- Managed and scaled enterprise cloud systems using Linux, SQL, and Kubernetes.

#### Bar-Ilan University

2021 - 2022

Digital Asset Manager

- Managed digital marketing assets and social media operations (FB, LI, IG, YT) for university-wide events.

### KEY PROJECTS

- Telehealth Platform:** End-to-end UX/UI and development for a US-based prescription service (fmmeds.com).
- Multimedia & VOD:** Created high-performance streaming sites (mowwave.com, contentoall.com, mmplayon.com).
- IQ & Games:** Developed interactive applications (themapleiq.com, iqgamequiz.com) using JS and CSS.

### EDUCATION

#### B.A. in Data Science and Internet Technology (Honors, GPA 94)

Bar-Ilan University

Specialized in Programming (Java, Python, C#), Databases (MySQL, NoSQL), and Info Security.

2017 - 2021

**Languages:** Hebrew (Native), English (Fluent)