

Natalie Herrera (*eh-reh-ra*), She/Her, Sr. Design & Marketing Manager/Equity Co-Chair, Northwest Center

With more than five years' experience designing and strategizing engagement across various customer touchpoints and journeys, Natalie will soon work toward a master's in science in Human-Centered Design and Engineering to continue developing inclusive models and design processes. Natalie leads brand strategy and design at Northwest Center and provides UX design services through her freelance work that focuses on digital accessibility and experiences for marginalized and underrepresented users.

As a first-generation American and college graduate, Natalie developed her passion and work in equity and inclusion by navigating experiences new to her family while confronting socio-economic and cultural barriers. Her work has focused on racism and discrimination in organizational cultures, pay systems, policies/practices, and inaccessible service and digital design.

Natalie Co-Chairs Northwest Center's Equity Committee with the company's Chief People Officer, leading and mentoring a team of 50 members in DEI initiatives, education, and organizational change for a 1,000+ employee organization across multiple divisions. Passionate about inclusive process, sustainable outcomes, social enterprise models, she works at the intersection of for-profit businesses and socially responsible practices leading design through equitable and inclusive frameworks. She earned BAs in Human Resource Management and Marketing from the University of Washington Michael G. Foster School of Business.