

PATRICIA NATALIE

HEALTHY TEEN NETWORK

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SKILLS & SUBJECT AREA EXPERTISE

Patricia (she/her) is a human-centered designer who uses research, collaboration, and innovation to facilitate community-centered, systems-level change. Her main advocacy areas include health equity, sexual and reproductive justice, body politics, women's rights, and racial justice.

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART (MICA), BALTIMORE, MD

MASTER OF ARTS, SOCIAL DESIGN, 2017

- Thesis: Redefining Beauty and Health of Women
- Award: Joseph and Harvey Meyerhoff Family Charitable Funds You+ Graduate Fellowship
- Fellowship: Clinical Trials Systems Project Fellowship, Johns Hopkins University & MIT Collaboratives

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA), LOS ANGELES, CA

BACHELOR OF SCIENCE, PSYCHOBIOLOGY, 2015

- Independent research project: A Shared Propensity Towards Food and Alcohol.
- Award: Dieting, Stress, and Health (DiSH) Lab Excellence in Undergraduate Research Award
- Award: UCLA Dean's Honors List, 2014 & 2015
- Certification: Health Insurance Portability and Accountability Act (HIPAA)
- Certification: CITI Human Subjects Research (HSR) and Institutional Review Boards (IRB)

PROFESSIONAL EXPERIENCE

DESIGN RESEARCHER

HEALTHY TEEN NETWORK, BALTIMORE, MD

2022 - PRESENT

Facilitates primary and secondary research processes to uncover meaningful human-centered insights. Creates innovative, practical, and accessible interventions for youth and youth-supporting professionals in the field of adolescent sexual health and reproductive justice.

- Designs innovative trauma-informed resources, including a self-care kit distributed to over 800 youth-supporting professionals, an elearning module addressing medical mistrust among BIPOC and LGBTQ+ youth, a conversation card deck designed to facilitate healing-centered interactions between young parents and the professionals who support them, and more.
- Leads the Thrivology Research Alliance network under the OPA-funded research-to-practice project, managing the cross-disciplinary collaboration between adolescent health researchers, design researchers, and youth-supporting professionals.
- Develops human-centered design tools for the In/Tend Incubator Hub, supporting community-based innovation and youth engagement.
- Maintains and manages the In/Tend Discord community, delivering weekly updates, engaging cohort participants, and fostering real-time communication and collaboration across the program.
- Managed and facilitated 12 virtual Nexus events for In/Tend's inaugural cohort, delivering interactive, educational programming on human-centered design. Collaborated with subject matter experts to shape and present content.
- Amplified AAPI voices in sexual and reproductive health by authoring blog posts and digital content that integrated personal stories and lived experiences, highlighting issues of stigma, cultural expectations, and access.



- Managed partnerships with external vendors and coordinated the production and nationwide shipment of 800+ Serenity Kits, trauma-informed self-care resources distributed to youth-supporting professionals across the country.
- Supervised a team member within the Innovation & Research department, providing guidance, support, and professional development while overseeing contributions to youth-centered design and research projects.
- Led project management of the \$1.06 million inaugural year of the Thrivology project.
- Spearheaded the creation of interactive, digital stories about young parents in and out of foster care, designed for policy advocates and members of the Congress, funded by the Annie E. Casey Foundation.
- Led the optimization of Zola, a health chatbot supporting young people (ages 14-23) in understanding HPV and making informed decisions about their sexual health.
- Led and managed the creation of multiple animated videos about childhood immunizations and digital health literacy for adolescents, parents, and healthcare providers, funded by the Baltimore City Health Department (BCHD).

HEAD OF UX/UI AND DESIGN STRATEGY

SHAPA HEALTH, PALO ALTO, CA
2017 - 2022

Led creative strategies for Shapa's wellness program based on principles of behavioral science. Facilitated the entire product lifecycle of the program, from generative user research to post-release iteration.

- Designed the user interface for Shapa's native mobile applications (iOS and Android), including the Shapa Health app, ClearStep app for eating disorder recovery, Shapa for AIG Life Insurance, and more.
- Scaled user growth from zero to 23,500 Shapa users and 4,000 ClearStep users.

SOCIAL INNOVATION DESIGN FELLOW

CLINICAL TRIALS SYSTEMS PROJECT, JOHNS HOPKINS UNIVERSITY & MIT COLLABORATIVE INITIATIVES, BALTIMORE, MD
2016 - 2017

Served as a strategic design guide for developing recommendations for the clinical trials systems.

- Co-facilitated Human-Centered Design (HCD) workshops with project team members, partners, and advisors.
- Visualized quantitative and qualitative insights gathered through user and market research.

DESIGN CONSULTANT

IRRATIONAL LABS, SAN FRANCISCO, CA
2015 - 2017

Visualized research data on psychology and behavioral economics into digestible formats.

ASSOCIATE DESIGNER

RECOVERY WARRIORS, SAN DIEGO, CA
2015 - 2016

Designed website, resource materials, and social media collateral for eating disorder recovery.

RESEARCH INTERN

AMERICAN INSTITUTE FOR BEHAVIORAL RESEARCH AND TECHNOLOGY (AIBRT), SAN DIEGO, CA
2015 - 2016

Prepared and revised manuscripts for large-scale grant applications. Assisted with quantitative coding and pilot-testing of research projects.

RESEARCH INTERN & GRAPHIC DESIGNER

CORNELL UNIVERSITY FOOD AND BRAND LAB, ITHACA, NY
2015

Collected, analyzed, and interpreted data on eating behaviors, food waste, and health trends.

GRAPHIC DESIGNER

ASSOCIATED STUDENTS UCLA MARKETING AND COMMUNICATIONS, LOS ANGELES, CA
2014 - 2015

Designed and installed custom signages, posters, and banners for UCLA Store, UCLA Restaurants, and other offices.



PRESENTATIONS

Brown, B., Piper, M., & Natalie, P. (2025, May 12-13). *Trauma and Healing for Young Parents and Youth-Supporting Professionals* [In-person training]. California Department of Public Health, Adolescent Family Life Program, Orange, CA.

Piper, M. & Natalie, P. (2025, February 24). *How Thrivology Uses Asset-Based Approaches* [Virtual guest lecture presentation]. Johns Hopkins Bloomberg School of Public Health, Baltimore, MD.

Perez, A., Natalie, P., Garrido, M. (2024, July 15). *Mental Wellness and Self-Care for Staff: Strategies, Tools, & The Serenity Kit* [Conference session]. HHS OPA Teen Pregnancy Prevention Grantee Conference, Baltimore, MD.

Lloyd, L. & Natalie, P. (2023, May 3). *Fold In the Cheese!: An Introduction to Human-Centered Design* [Virtual webinar]. University of Oklahoma Health Sciences Center, Coalition for Expectant & Parenting Youth, Oklahoma City, OK.

Natalie, P., Garrido, M., & Sufrinko, N. (2022, October 19). *The Three Little Pigs: Storytelling and Innovation in Sexual Health* [Conference workshop]. Healthy Teen Network Conference, Healthy Teen Network, Miami, FL.

PUBLICATIONS

Natalie, P., Garrido, M., Sufrinko, N., Desiderio, G., & Lloyd, L. (2024). *Serenity Kit* [Tool Kit]. Healthy Teen Network. www.HealthyTeenNetwork.org/thrivology/resources/serenity-kit

Natalie, P., Garrido, M., Desiderio, G., Devoto, B., Bennett, N., & Gupta, M. (2024). *Serenity Kit DIY Guide* [Guide]. Healthy Teen Network. www.HealthyTeenNetwork.org/thrivology/resources/serenity-kit

Devoto, B., ., & Natalie, P. (2024, November 18-20). *Serenity Room*. [Art installation]. Healthy Teen Network Conference, Healthy Teen Network, Phoenix, AZ.

Connor, E.S., Devoto, B., Natalie, P., Patino-Perez, J., Piper, M., Desiderio, G., Garrido, M. (2024). *Serenity Room Installation Do-It-Yourself Guide* [Guide]. Healthy Teen Network. www.HealthyTeenNetwork.org/Thrivology/Resources/Serenity-Room

Natalie, P. (2023, June 8). *How to Use Storytelling as a Vehicle for Social Change*. Healthy Teen Network. <https://www.healthyteennetwork.org/news/how-to-use-storytelling-as-a-vehicle-for-social-change/>

Natalie, P., Fishbein, J., Garrido, M., Sufrinko, N., & Cowser, M. (2023). *Young Parents Stories*. Healthy Teen Network. <https://www.healthyteennetwork.org/resources/young-parents-stories/>

Natalie, P., Cowser, M., Torode, M., Devoto, B., Garrido, M., & Desiderio, G. (2024). *Parenting in the Digital Age* [Video]. Healthy Teen Network & Baltimore City Health Department. <https://www.healthyteennetwork.org/resources/parenting-digital-age/>

Lat, A., Natalie, P., Cowser, M., Torode, M., Devoto, B., Garrido, M., & Desiderio, G. (2024). *Providers in the Digital Age* [Video]. Healthy Teen Network & Baltimore City Health Department. <https://www.healthyteennetwork.org/resources/providers-digital-age/>

Natalie, P., Cowser, M., Torode, M., & Garrido, M. (2023). *Navigating Health Misinformation in the Digital Age* [Video]. Healthy Teen Network & Baltimore City Health Department. <https://www.healthyteennetwork.org/resources/navigating-health-misinformation-in-the-digital-age/>



Natalie, P., Cowsert, M., Torode, M., & Garrido, M. (2023). *What's Real?* [Video]. Healthy Teen Network & Baltimore City Health Department. <https://www.healthyteennetwork.org/resources/whats-real/>

Natalie, P., Cowsert, M., Torode, M., & Garrido, M. (2023). *Vaccinated Children, Stronger Communities* [Video]. Healthy Teen Network & Baltimore City Health Department. <https://www.healthyteennetwork.org/resources/vaccinated-children-stronger-communities/>

Sufrinko, N., Garrido, M., & Natalie, P. (2022, October 17-19). *The Machine of Forgotten and Remembered Passages*. [Art installation]. Healthy Teen Network Conference, Healthy Teen Network, Miami, FL.

Allen, S., Barr, M., Chartrand, J., Fuentes, V., Natalie, P., et al. (2018). *Stay Sexy, Stay Healthy, Get Checked* [Human-centered design report and analysis]. Baltimore City Health Department, Johns Hopkins Center for Child and Community Health Research, Maryland Institute College of Art. <https://www.mica.edu/research/center-for-social-design/case-studies/youth-stis/>

Natalie, P. (2017). *Redefining Beauty and Health of Women* [Master's thesis]. Maryland Institute College of Art. https://issuu.com/patricianatalie/docs/thesis-publication_patricia-natalie

Natalie, P., Cummings, J., & Tomiyama, J. (2015). *A Shared Propensity Towards Food and Alcohol*. [Independent research project and academic poster]. University of California, Los Angeles.

SERVICE

VICE PRESIDENT OF DESIGN & COMMUNICATIONS

UN WOMEN USA LOS ANGELES, LOS ANGELES, CA

2018 - 2022

In addition to the responsibilities as Design Coordinator: Strategized with the Board of Directors on local campaigns and initiatives, membership retention, and fundraising efforts. Utilized participatory design methods to engage community members in creative ways to address women's rights and gender equality. Developed communications strategies for community-based initiatives and campaigns around gender-based violence, sexual harassment, homelessness.

- Fundraised a collective goal of \$15,000 annually, contributed directly towards UN Women projects and program development in the Global South.
- Organized events and conferences, online and in-person, related to gender equality campaigns such as Safe Cities LA, HeForShe, Violence Against Women and Girls (VAWG), and more.

DESIGN COORDINATOR

UN WOMEN USA LOS ANGELES, LOS ANGELES, CA

2016 - 2018

Led a growing team of designers and communications professionals to produce impactful and cohesive deliverables that galvanize actions towards gender equality.