

Natalie Hercun

Staff Product Designer | hercun.natalie@gmail.com | nataliehercun.com | [LinkedIn](#)

I'm a systems thinker with a deep care for the details. I've designed marketing and payments tools used by millions of merchants to launch and scale their businesses. Connector at heart, I bridge customer needs and business goals, and build team cultures around learning, collaboration & impact.

WORK EXPERIENCE

Shopify

Staff Product Designer | March 2017 - September 2025

Joined as a Junior Product Designer and progressed to Staff over 8 years. Led end-to-end design across 0 to 1 and growth-stage products within a global commerce platform. Mentored and onboarded 20+ designers, contributing to growth, design quality, and a collaborative culture across distributed teams. Notable work:

- Designed, launched, and scaled Shopify's native email marketing product, enabling merchants to create, send, and measure campaigns directly within the platform. By the time I transitioned off the team, it had 568K+ active senders and generated \$896M in merchant GMV annually.
- Defined and shipped Shopify's native marketing automation product, offering merchants a faster alternative to third-party tools and making lifecycle marketing accessible to a broader merchant base.
- Applied Shopify's emerging AI patterns to email marketing, shipping LLM-powered text generation that improved open rates and became one of the first Shopify Magic features.
- Redesigned the 1099-K tax reporting experience across Shopify Payments, introducing a remediation flow that corrected merchant records, reducing filing errors and potential IRS penalties.

Morrison Films

Production Coordinator | September 2016 - March 2017

Coordinated day-to-day production for photo and video projects from pre-production through delivery, managing logistics, timelines, and post-production to ensure high-quality results.

TACTIX Gear Workshop

Industrial Design Intern | July - August 2015

Supported product development from research and sketching through prototyping, including technical drawings, material research, and creating mock-ups to inform and communicate design decisions.

EDUCATION

Université de Montréal Bachelor's in Industrial Design · 2016

SKILLS & TOOLS

Proficient across the full product design stack — research, strategy, systems thinking, interaction and visual design. Primary tools are Figma and Claude. I evolve my toolkit to match the demands of the work.

PATENTS

Co-inventor on a [granted patent](#) for a system enabling dynamic generation of digital layouts (Shopify)

Co-inventor on a [published patent application](#) for keyword extraction to generate subject lines (Shopify)