

# Natali Salazar

## Product Designer

GMT -3 Time Zone

### WORK EXPERIENCE

#### UX Designer | Fresenius Medical Care

2016 - 2021

##### Web App Development:

- Boosted user satisfaction by 30% through user-centric layout design and information organization.
- Developed a comprehensive visual design system for brand consistency.

##### Collaboration and Communication:

- Worked closely with CIO/CTO, engineers, and the development team to align technical requirements and project goals.

##### Application Web + Social Network + Company News:

- Led the development of a communication strategy, significantly increasing social media user engagement.
- Designed customizable modules to enhance user interaction and content personalization.

#### UX Designer | Freelance

2014 - 2020

Led end-to-end design processes, including research, wireframing, prototyping, and iterative refinement based on user feedback and business needs. Collaborated closely with developers, engineers, and stakeholders to ensure seamless implementation of design solutions, consistently delivering high-quality, user-centered designs.

#### UX Designer | Galicia Bank

2011 - 2020

##### Principal website

- Designed and optimized main landing pages, resulting in a 25% increase in user interaction and conversion rates.
- Analyzed user engagement techniques and implemented improvements to drive user actions.
- Researched and applied current trends to enhance creativity and functionality of landing pages, reducing bounce rates.
- Organized information for improved accessibility and understanding, leading to higher user retention.

##### Business Banking

- Redesigned and implemented a visual design system, boosting user trust by 15%.
- Ensured brand consistency and integrity across platforms.
- Prepared technical documentation, cutting development time by 20%.
- Improved user experience by restructuring complex forms, reducing abandonment rates by 25%.
- Enhanced content with the marketing team, increasing engagement and lead generation.

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### SUMMARY

#### Blending people, design, and business.

With over a decade of experience designing digital products for IT companies and startups, I specialize in B2C solutions across various sectors. I am passionate about contributing to a strategic vision and excel at prioritizing human-centric approaches that align users' needs with business goals.

### SKILLS

**Design:** • User flows • Concept sketches

• Wireframes & mock ups • Prototyping • Style guides & pattern library • Information architecture • Usability

**Research:** • Empathy • Interviewing • Task analysis

• User Persona • Journey map • Service blueprint • A/B testing • Card sorting • Tree testing • Experience Design • Bigger picture vision

**Soft:** • Communication • Critical Thinking

• Flexible • Open-minded • Startup environment • No ego • Problem solving • Self-starter • Open to feedback • Positive attitude • Collaboration/Teamwork

**Tools:** • Sketch • Adobe XD • Miro • Figma

• Visual Studio Code • Adobe XD

### CERTIFICATIONS

#### Product Management Immersion

2024 - CareerFoundry

#### Human-centered Service Design

2023 - IDEO U

#### User Research: Methods and Best Practices

2021 - Interaction Design Foundation

### EDUCATION

#### Mobile WEB Expert

2011 - IT Master Academy

#### Specialist in technique and logic of form

2010 - University of Buenos Aires

#### Graphic Designer

2008 - University of Buenos Aires