

# Natali Salazar

## UX Designer

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GMT -3 Time Zone

## SKILLS

### Design:

Visual Design  
Interaction Design  
User Interface Design  
Research

### Technologies:

HTML  
CSS  
Jquery  
Bootstrap

### Tools:

Sketch  
Adobe XD  
Miro  
Figma  
Zeplin  
InVision  
Visual Studio Code

## EXPERIENCE

### UX/UI Designer | Fresenius Medical Care

2016 - 2021

#### Application Web

- Analyzed, classified and organized the information to create a flexible layout.
- Designed and developed a visual design system.
- Collaborated directly with the CIO/CTO, engineers, and developers team.

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

- Designed the massive communication strategy.
- Created different types of customizable modules.

### UI Designer | Galicia Bank

2011 - 2020

#### Principal website

- Designed the main landing-pages.
- Analyzed and improved techniques to engage the user make an action.
- Studied trends to generate more creative and useful landing-pages.
- Organized the information in order to be caught and understood easily.

#### Office Banking (Business Banking)

- Re-designed and implemented new visual design system.
- Aesthetics aligned with the visual principles of the bank.
- Wrote technical documentation for developers.
- Restructured complex forms for different business cases.
- Optimized forms to improve the user completion time.
- Analyzed how to facilitate the user interaction by grouping the main menu access into hierarchical structure.
- Worked side by side with marketing team to analyze, define and take the best decisions to improve the content and the different tasks.

### Teacher | Palermo University

2013 - 2014

- Interactive Communication I
- Image and Sound Design III

## EDUCATION

### Specialist in technique and logic of form

2010 - University of Buenos Aires (UBA)

### Graphic Designer

2008 - University of Buenos Aires (UBA)