Natali Salazar

UX Designer

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natali.salazar@gmail.com

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 - 2020

Application Web

- Analyzed, clasified and organized the information in order to create a flexible layout.
- Designed and devolped 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.

UX/UI Designer | Galicia Bank

2011 - 2020

Principal website

- Designed the main landingpages.
- Analized and improved techniques to engage the user make an action.
- Studied trends to generate more creative and useful landingpages.
- 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 bussines cases.
- Optimized forms to improve the user completion time.
- Analysed how to facilitate the user interaction by grouping the main menu access into hierarchical structure.
- Worked side by side with marketing team to analize, define and take the best decisions to improve the content and the different tasks.

Teacher | Palermo University

2013 - 2014

- Interactive Comunication I
- Image and Sound Design III

EDUCATION

Mobile Web Expert

2011 - IT Master Academy

Specialist in technique and logic of form

2010 - University of Buenos Aires (UBA)

Graphic Designer

2008 - University of Buenos Aires (UBA)