

Natali Salazar

Product Designer

natalisalazar.com.ar
natali.salazar@gmail.com
GMT -3 Time Zone
[Online Portfolio →](#)

Blending people design and business.

WORK EXPERIENCE

UX Designer | Fresenius Medical Care

2016 - 2021

Application Web

I analyzed, classified, and organized information to create a flexible layout. I designed and developed a visual design system, collaborating with the CIO/CTO and the engineering team.

Application Web + Social Network + Company News

I designed a robust communication strategy and developed customizable modules to support diverse needs.

UX Designer | Freelance

2014 - 2020

From conceptualization to execution, I have been responsible for research, wireframing, prototyping, and iteratively refining designs based on user feedback and business requirements. In addition, I have actively contributed to the development process by collaborating with developers, engineers, and stakeholders, ensuring the seamless implementation of design solutions.

UX Designer | Galicia Bank

2011 - 2020

Principal website

In my role, I took charge of designing the main landing pages, carefully crafting their layout and visual elements to captivate users' attention. By studying trends and staying up-to-date with the latest industry practices, I ensured that the landing pages were both creative and useful, resonating with the target audience.

Business Banking

I undertook the task of re-designing and implementing a new visual design system that aligned with the established visual principles of the bank. This involved creating a design style that reflected the brand's identity while ensuring a cohesive and visually appealing user experience.

Additionally, I took the responsibility of writing comprehensive technical documentation to assist developers in implementing the design system accurately.

SKILLS

Design: • User flows • Concept sketches
• Wireframes & mock ups • Prototyping •
Style guides & pattern library • Information
architecture • Usability

Research: • Empathy • Interviewing • Task
analysis • 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

EDUCATION

Human-centered Service Design

2023 - IDEO U

**User Research:
Methods and Best Practices**
2021 - Interaction Design Foundation

**Design Thinking:
The Beginner's Guide**
2021 - Interaction Design Foundation

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 [Argentina]