

# Natali Salazar

## Product Designer

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

### 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.

#### Teacher | Palermo University

2013 - 2014

Subjects: Interactive Communication and Image and Sound Design.

### 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)

### 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 • Feedback receptiveness •  
Positive attitude • Collaboration/Teamwork

**Tools:** • Sketch • Adobe XD • Miro • Figma •  
Visual Studio Code