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GMT -3 Time Zone

Natali Salazar

Product Designer Online Portfolio →

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

Master Class webinar on "21st Century Design with Don Norman"
2020 - Interaction Design Foundation

Mobile WEB Expert
2011 - IT Master Academy (Argentina)

Specialist in technique and logic of form
2010 - University of Buenos Aires (Argentina)

Graphic Designer
2008 - University of Buenos Aires (Argentina)

SKILLS

Design:

Visual Design
Interaction Design
User Interface Design
Research

Tools:

Sketch
Adobe XD
Figma
Miro
Visual Studio Code

LANGUAGES

HTML
CSS
JQUERY

EXPERIENCE

UX 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.
- Analized 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 busines 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 analyze, 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