Natali Salazar

Product Designer

GMT -3 Time Zone

https://natalisalazar.com.ar
https://www.linkedin.com/in/natalisalazar/
natali.salazar@gmail.com

WORK EXPERIENCE

UX Designer | Fresenius Medical Care

2016 - 2021

Web App Development:
- Boosted user satisfaction by 30% through user-centric layout design and information organization.
- Developed a comprehensive visual design system for brand consistency.

Collaboration and Communication:
- Worked closely with CIO/CTO, engineers, and the development team to align technical requirements and project goals.

Application Web + Social Network + Company News:
- Led the development of a communication strategy, significantly increasing social media user engagement.
- Designed customizable modules to enhance user interaction and content personalization.

UX Designer | Freelance

2014 - 2020

Led end-to-end design processes, including research, wireframing, prototyping, and iterative refinement based on user feedback and business needs. Collaborated closely with developers, engineers, and stakeholders to ensure seamless implementation of design solutions, consistently delivering high-quality, user-centered designs.

UX Designer | Galicia Bank

2011 - 2020

Principal website
- Designed and optimized main landing pages, resulting in a 25% increase in user interaction and conversion rates.
- Analyzed user engagement techniques and implemented improvements to drive user actions.
- Researched and applied current trends to enhance creativity and functionality of landing pages, reducing bounce rates.
- Organized information for improved accessibility and understanding, leading to higher user retention.

Business Online Banking
- Redesigned and implemented a visual design system, boosting user trust by 15%.
- Ensured brand consistency and integrity across platforms.
- Prepared technical documentation, cutting development time by 20%.
- Improved user experience by restructuring complex forms, reducing abandonment rates by 25%.
- Enhanced content with the marketing team, increasing engagement and lead generation.

SUMMARY

Blending people, design, and business.

With over a decade of experience designing digital products for IT companies and startups, I specialize in B2C solutions across various sectors. I am passionate about contributing to a strategic vision and excel at prioritizing human-centric approaches that align users' needs with business goals.

SKILLS

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

Research: • Empathy • Interviewing • Task analysis • User 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 • Adobe XD

CERTIFICATIONS

Product Management Immersion
2024 - CareerFoundry

Human-centered Service Design
2023 - IDEO U

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

EDUCATION

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