Natali Salazar
Product Designer

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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 • 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

EDUCATION

Product Management Immersion
2024 - CareerFoundry

Human-centered Service Design
2023 - IDEO U

User Research: Methods and Best Practices
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