

Natali Salazar

Senior Product Designer | Systems & Service Design | AI-Augmented UX

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SUMMARY

Product Designer with **12+ years of experience** designing and scaling complex digital products across **fintech, healthcare, and travel**. I specialize in **systems thinking, service design, and end-to-end experience strategy**, working closely with product, engineering, and research to turn ambiguity into clear, actionable solutions.

I bring a **curious, analytical mindset**, using **data to inform decisions** and **AI as a powerful ally** to accelerate sense-making, exploration, and iteration. Experienced leading design initiatives across multi-stakeholder environments and collaborating within highly technical, cross-functional teams.

EXPERIENCE

Lead Designer — Airport Dining Experience (Volunteer) Remote | Nov 2024 – Jan 2025

- Led end-to-end design for a **0→1 product exploration**, defining the experience strategy across digital and physical touchpoints in a complex, multi-stakeholder environment.
- Framed ambiguous problem spaces into clear opportunity areas through **research synthesis, personas, journey mapping, and service blueprints**.
- Partnered with designers, product thinkers, and researchers to align on **system principles, constraints, and success criteria**.
- Used **AI-assisted workflows** to accelerate research synthesis, explore alternative concepts, and support prioritization and decision-making.
- Facilitated critiques and collaborative sessions to ensure clarity, shared understanding, and continuous iteration across the team.

UX Designer — Fresenius Medical Care Remote | 2016 – 2021

- Designed and improved **enterprise healthcare software** supporting critical clinical and operational workflows.
- Collaborated closely with **engineering, product, and executive stakeholders** to integrate user-centered design into highly regulated systems.
- Translated complex requirements and data-heavy processes into **clear interaction models, flows, and prototypes**.
- Contributed to reusable **design patterns and system components**, improving consistency and efficiency across products.
- Applied usability testing and qualitative research insights to iteratively refine workflows and reduce user friction.

UX Designer — Freelance Remote | 2014 – 2020

- Designed and delivered end-to-end UX solutions for clients in healthcare, finance, and e-commerce.
- Led research, wireframing, prototyping, and iterative refinements to improve usability and product outcomes.

UX Designer — Galicia Bank Buenos Aires, Argentina | 2011 – 2020

- Designed and evolved **core online banking platforms and systems** in highly regulated environments, prioritizing trust, consistency, and scalability.
- Co-created and scaled a **design system** (components, patterns, guidelines) enabling **cross-team and cross-product** consistency and smoother engineering handoff.
- Partnered with product and engineering to translate complex business and technical requirements into **clear interaction models and reusable solutions**.
- Led **A/B testing and iterative experimentation** on critical flows, using data and user feedback to continuously refine the system.
- Produced **design documentation and specs** that reduced implementation ambiguity and improved delivery efficiency.

SKILLS

Design Strategy: Systems & Service Design, Product Strategy, Platform & Experience Design

Research & Validation: User Research, Usability Testing, Journey Mapping, Service Blueprints, AI-assisted research

Execution: Wireframing, Prototyping, User Flows, Information Architecture

Tools: Figma, Maze, Sketch, Adobe XD, Miro

Collaboration: Cross-Functional Collaboration, Stakeholder Alignment, Design Critique & Facilitation

EDUCATION

Bachelor's Degree in Graphic Design - University of Buenos Aires (UBA) – 2008

Specialization in Technique and Logic of Form - University of Buenos Aires (UBA) - 2010

CERTIFICATIONS

- Human-centered Service Design – IDEO U – 2023
- Product Management Immersion – CareerFoundry – 2024
- User Research: Methods and Best Practices – Interaction Design Foundation – 2021

LANGUAGES

Spanish: **Native** • English: **Professional**