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Natali Salazar

Product Designer | Generalist Thinker | AI Enthusiast

SUMMARY

Keep it simple.

I'm passionate about crafting intuitive interfaces, but what drives me is uncovering the why behind every design choice. That's why I thrive in business conversations, translating insights into strategic design. I've been exploring how decentralization and AI are reshaping product design, empowering users through smarter and more autonomous experiences. I love building products that are clear, responsible and built on trust.

SKILLS

Design: User Flows, Wireframes, Prototyping, Information Architecture, Usability Testing

Research: User Interviews, Journey Mapping, Service Blueprints, A/B Testing

Soft: Communication, Problem Solving, Collaboration, Critical Thinking

Tools: Figma, Maze, Sketch, Adobe XD, Miro, Visual Studio Code, ChatGPT

CERTIFICATIONS

Product Management Immersion
CareerFoundry (2024)

Human-centered Service Design
IDEO U (2023)

User Research: Methods and Best Practices
Interaction Design Foundation (2021)

WORK EXPERIENCE

Lead Designer | Airport Dining Experience Volunteer Project

Nov 2024 - Jan 2025

- Led a team of 4 UX designers to develop a user-centered digital solution for airport dining.
- Directed the design process from research and ideation to prototyping and testing.
- Emphasized clarity, trust, and autonomy, core principles in self-custody and privacy-first product experiences.

UX Designer | Galicia Bank

2011 - 2020

Key Projects at Galicia Bank

- Principal Website
 - Designed and optimized landing pages, enhancing user interaction.
 - Improved accessibility and retention through effective information architecture.
- Business Online Banking
 - Designed and implemented a cohesive visual design system with typography, color schemes, and iconography.
 - Enhanced user experience with A/B testing and user feedback.
 - Collaborated with marketing for targeted messaging, boosting engagement.

UX Designer | Freelance

2014 - 2020

- *Managed diverse projects in healthcare, finance, and e-commerce, focusing on user-centered design.*
- Spearheaded end-to-end design processes, including user research, wireframing, prototyping, and iterative refinement, ensuring optimal usability and business alignment.
- Worked closely with developers, engineers, and stakeholders to implement user-centered design solutions, driving engagement and improving product experiences.
- Conducted design discovery efforts to evaluate feasibility and viability, ensuring alignment with both business goals and user needs.

EDUCATION

Specialist in Technique and Logic of Form

University of Buenos Aires

Graphic Designer

University of Buenos Aires

UX Designer | Fresenius Medical Care

2016 - 2021

- Collaborated with CIOs and engineers to align project goals, ensuring the seamless integration of user-centered design principles into medical software solutions.
- Designed user flows, wireframes, and interactive prototypes to improve usability and streamline complex workflows for healthcare professionals.
- Created customizable landing pages and modules to improve user engagement, optimize content delivery, and enhance accessibility for both software developers and employees.