Natali Salazar

Senior Product Designer | Systems & Service Design | Complex Digital Products

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SUMMARY

Senior Product Designer with 12+ years of experience delivering user-centered digital products in fintech, health, and travel. I partner with cross-functional teams to connect **strategy with execution**, solving complex product problems and shaping outcomes that matter. I specialize in **systems and service design**, translating ambiguous challenges into scalable, user-focused solutions, and have led design efforts across global teams and startups.

PROFESSIONAL EXPERIENCE

Lead Designer | Airport Dining Experience Volunteer Project
Freelance - Remote [Nov 2024 – Jan 2025]

Core Responsibilities:
- Led a team of 4 designers to define and prototype a user-centered solution for airport dining, from research to testing.
- Directed end-to-end design strategy with cross-functional collaborators, establishing **design principles, journey maps, and service frameworks** that informed high-fidelity prototypes.

Key Technologies and Tools: Confluence, Trello, Figma, Maze, Google Forms, Google Meet, Google Slides, Slack, Chat GPT.

UX Designer | Fresenius Medical Care
Remote [2016 – 2021]

Core Responsibilities:
- Partnered with CIOs and engineers to integrate user-centered design into complex healthcare software, improving usability across workflows.
- Designed user flows, wireframes, and prototypes that streamlined professional workflows and reduced friction in key task paths.
- Built reusable design patterns and modules that enhanced engagement and consistency across products.

Key Technologies and Tools: Sketch, Figma, Visual Studio Code, Google Slides.

UX Designer | Freelance
Remote [2014 – 2020]

Core Responsibilities:

- Designed and delivered end-to-end UX solutions for clients in healthcare, finance, and e-commerce.
- Led research efforts, wireframing, prototyping, and iterative refinements to optimize usability and product impact.
- Collaborated with developers and stakeholders to ensure technical feasibility and alignment with business goals.

Key Technologies and Tools: Sketch, Figma, Hotjar, Google Slides.

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

Core Responsibilities:

- Drove design improvements for the principal website and online banking experiences with a focus on accessibility and retention.
- Co-created a visual design system including typography, color, and iconography to support product consistency.
- Led A/B testing and iterative refinement informed by user feedback, driving measurable improvements in engagement.

Key Technologies and Tools: Sketch, Figma, Hotjar.

SKILL

Design Strategy: Systems & Service Design, Product Strategy, Design Systems
Research & Validation: User Research, Usability Testing, Journey Mapping, Service Blueprints
Execution: Wireframing, Prototyping, User Flows, Information Architecture
Tools: Figma, Maze, Sketch, Adobe XD, Miro, ChatGPT
Collaboration: Cross-Functional Teamwork, Stakeholder Alignment, DesignOps

EDUCATION

Specialization in Technique and Logic of Form - University of Buenos Aires (UBA) - 2010
Bachelor's Degree in Graphic Design - University of Buenos Aires (UBA) – 2008

CERTIFICATIONS

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

LANGUAGES

Spanish: **Native**
English: **Professional (B2+), actively improving**