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# Natali Salazar

Product Designer | Generalist Thinker | AI Enthusiast

## SUMMARY

### Keep it simple.

Passionate and results-driven Product Designer with over a decade of experience designing digital products for IT companies and startups. My approach is grounded in research-driven design, collaboration, and continuous learning. I thrive at simplifying complexity and delivering outcomes through intuitive user experiences.

## 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.
- Contributed as a designer throughout, focusing on user-centered solutions and refining design details.

### **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 (2010)

Graphic Designer

University of Buenos Aires (2008)

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.