

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]

- Led a team of 4 designers to define and prototype a user-centered airport dining solution, guiding the project from research through validation.
 - Directed end-to-end design strategy with cross-functional collaborators, establishing principles and service frameworks that guided high-fidelity prototyping and stakeholder alignment.
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UX Designer | Fresenius Medical Care

Remote [2016 – 2021]

- Partnered with CIOs and engineering teams to integrate user-centered design into complex healthcare software, improving usability across critical 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.
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UX Designer | Freelance

Remote [2014 – 2020]

- 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.

UX Designer | Galicia Bank

Buenos Aires, Argentina [2011 – 2020]

- 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
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SKILLS

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

Collaboration: Cross-Functional Collaboration, Stakeholder Alignment, DesignOps

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
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LANGUAGES

Spanish: **Native**

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