

Natali Salazar

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

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SUMMARY

Senior Product Designer **with 12+ years of experience** designing complex digital systems and tools across **fintech, healthcare, and travel**. Specialized in systems and service design, scalable UX, and cross-functional collaboration with engineering. Particularly interested in designing workflows, platforms, and AI-augmented tools that help teams create, collaborate, and build more effectively.

EXPERIENCE

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

- Led a team of four designers through a **research- and discovery-driven exploration** of airport dining experiences within a complex, multi-stakeholder environment.
- Defined the **end-to-end discovery framework** (research synthesis, personas, journeys, service blueprints, system principles) to guide reflection, creativity, and informed decision-making.
- Integrated **AI-assisted workflows** to accelerate research synthesis, explore and compare design hypotheses, and support team prioritization.
- Used AI to **amplify ideation and sense-making**, expanding the solution space and helping the team converge on clearer opportunity areas and interaction concepts.
- Applied AI to **draft and structure design documentation**, improving clarity, consistency, and speed of collaboration across the team.
- Facilitated structured critiques and feedback loops, enabling thoughtful exploration rather than premature convergence on UI or design system solutions.

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 reduced friction and streamlined professional task paths.
- Contributed reusable design patterns that improved consistency and engagement across products.

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** in highly regulated environments, prioritizing **trust, consistency, and scalability**.
- Co-created and scaled a **design system** (components, patterns, guidelines) enabling cross-team 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, Design Systems

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, 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

LANGUAGES

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