

natalisalazar.com.ar  
www.linkedin.com/in/natalisalazar  
natali.salazar@gmail.com

# Natali Salazar

Product Designer | Generalist Thinker | AI Enthusiast

## SUMMARY

### Keep it simple.

I'm passionate about UI and design systems—I could spend hours refining components, improving consistency, and enhancing user interactions. But what excites me even more is uncovering the 'why' behind each design decision. That's why I thrive in business conversations, translating user insights into strategic design decisions that align with business goals and create meaningful 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.