

Natali Salazar

Product Designer | Generalist Thinker, AI Enthusiast

Location: Buenos Aires, Argentina | **Phone:** +54 911-6592-9977 | **Email:** natali.salazar@gmail.com
LinkedIn: linkedin.com/in/natalisalazar | **Portfolio:** natalisalazar.com.ar

SUMMARY

- Product Designer with **12+ years** of experience across fintech, health, and travel, working with Galicia Bank, global teams, and startups.
 - Core strengths in human-centered design, product strategy, UX research, and translating insights into intuitive, trustworthy interfaces.
 - Passionate about exploring how **AI** can enhance the design process, streamlining workflows, uncovering insights, and creating more adaptive, user-centered experiences.
 - Driven by a **holistic mindset**, always connecting the dots between **people, systems, and strategy** to craft thoughtful, impactful solutions.
 - Human First. Designing not to impress, but to support.
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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, Chat

PROFESSIONAL EXPERIENCE

Lead Designer | Airport Dining Experience Volunteer Project

Freelance, Argentina, EEUU, Canada – Remote

Nov 2024 - Jan 2025

Core Responsibilities:

- 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.
- Emphasized clarity, trust, and autonomy, core principles in self-custody and privacy-first product experiences.

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

UX Designer

Fresenius Medical Care, Buenos Aires, Argentina – Remote

2016 - 2021

Core Responsibilities:

- 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.

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

UX Designer

Freelance, Buenos Aires, Argentina – Remote

2014 - 2020

Core Responsibilities:

- 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.

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

UX Designer

Galicia Bank, Buenos Aires, Argentina – Remote

2011 - 2020

Core Responsibilities:

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.

Key Technologies and Tools: Sketch, Figma, Hotjar.

EDUCATION

Specialization in Technique and Logic of Form

University of Buenos Aires (UBA), Argentina

2010 - 2010

Bachelor's Degree in Graphic Design

University of Buenos Aires (UBA), Argentina

2001 - 2008

CERTIFICATIONS/COURSES

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

Spanish: **Native**

English: **Upper-Intermediate (B2+)**