Natali Salazar

Senior Product Designer | Systems & Service Design | AI-Augmented UX
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SUMMARY

Product Designer with **12+ years of experience** designing and scaling complex digital products across **fintech, healthcare, and travel.** I specialize in **systems thinking, service design, and end-to-end experience strategy,** working closely with product, engineering, and research to turn ambiguity into clear, actionable solutions.

I bring a **curious, analytical mindset**, using **data to inform decisions** and **AI as a powerful ally** to accelerate sense-making, exploration, and iteration. Experienced leading design initiatives across multi-stakeholder environments and collaborating within highly technical, cross-functional teams.

EXPERIENCE

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

- Led end-to-end design for a **0→1 product exploration,** defining the experience strategy across digital and physical touchpoints in a complex, multi-stakeholder environment.
- Framed ambiguous problem spaces into clear opportunity areas through **research synthesis, personas, journey mapping, and service blueprints.**
- Partnered with a multidisciplinary team of designers **to align on system principles, constraints, and success criteria across the experience.**
- Used **AI-assisted workflows** to accelerate research synthesis, explore alternative concepts, and support prioritization and decision-making.
- Facilitated critiques and collaborative sessions to ensure clarity, shared understanding, and continuous iteration across the team.

UX Designer — Fresenius Medical Care *Remote | 2016 – 2021*

- Designed and improved **enterprise internal tools used by engineers to maintain and operate healthcare systems,** supporting critical clinical and operational workflows downstream.
- Collaborated closely with engineering, product, and executive stakeholders to integrate user-centered design into **developer-facing, highly regulated systems.**
- Translated complex technical requirements and data-heavy processes into clear interaction models, flows, and prototypes for **technical users**.
- Contributed to reusable design patterns and system components, improving consistency and efficiency across multiple internal platforms.
- Applied usability testing and qualitative research insights to iteratively refine workflows and reduce friction for engineering teams.

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 and enterprise systems** within highly regulated environments, prioritizing **trust, scalability, and consistency**.
- **Designed role-based workflows and permission models**, supporting different business user roles and access levels across critical financial operations.
- Co-created and scaled a **design system** (components, interaction patterns, guidelines) enabling cross-team alignment and smoother engineering handoff.
- Partnered with product and engineering to translate complex business and technical requirements into **clear interaction models and reusable platform solutions**.
- Led A/B testing and iterative experimentation on critical flows, using data and user feedback to continuously refine system behavior.
- Produced design documentation and specifications that **reduced implementation ambiguity and improved delivery efficiency**.

SKILLS

Design Strategy: Systems & Service Design, Product Strategy, Platform & Experience Design
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, Design Critique & Facilitation

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**