

Natalia Pfeiffer-Guillén

Product Design Engineer | Design System Expert

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Portfolio

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Summary

With four and a half years of experience in UX/UI design for major companies and creative agencies in the US and LATAM, I excel in technical design and serve as a Point of Contact for Design Systems on multiple projects. My proficiency with UX/UI design tools, coupled with my problem-solving skills, has earned me recognition and allowed me to mentor fellow designers. In consultancy roles, I deliver innovative design solutions and valuable advice to clients, consistently embracing challenging problems head-on.

Professional Experience

Accenture, Jan 2022 - current

Cisco Senior UX UI Designer Consultant, Jan 2022 - current

From a Mid UI Designer to a Senior Role, my main contributions at Cisco.com on the Tools & Platforms Account consist of the following three points:

- **UI Kit Design Strategy and Execution:** Responsible for developing the strategy alongside the Creative Leads and senior-level clients by defining the target audience and usage. Additionally, I built, simplified, and researched the usability efficiency of UI components in the Design System.
- **Client Relationship Building:** I serve as the Point of Contact for the Design System due to my expertise in building and exploring components, establishing strong relationships with clients.
- **Design System Maintenance:** Focused on enhancing components for continuous improvement, ensuring consistency between patterns and the main library.

Firefly Gallery UX-UI Designer, Sep 2024 - Oct 2024

My main contributions at Gen AI tool for the Innolab initiative consist of the following points:

- **Collaboration:** Worked closely with a team of five designers and three developers, ensuring seamless communication and feedback incorporation.
- **User Flow and Features:** Designed user flows with key features like generative fill, background blur, and prompt toggles for intuitive user interaction.
- **Wireframe Design:** Created wireframes for AI image generation tools, aligning with user flow and integrating developer feedback.
- **UI Visual:** Involved in the creation of the Design System and Pattern creation.

Figma Essential Workshop Facilitator, Aug 2022 - current

Led workshops across Costa Rica, India, and the US for Designers, Content Creators, and Project Managers. Key contributions:

- **Enhanced Workflow Efficiency:** Trained 150+ Designers, 40+ Content Creators and Project Managers in advanced Figma skills to boost productivity.
- **Knowledge Sharing and Collaboration:** Promoted skill development and collaboration within Accenture's Creative Capability and One Global Network.
- **Scalable and Flexible Materials:** Created adaptable workshop materials for diverse audiences, including Disney India and Accenture USA.

Brandy Creative and Technology, Oct 2021 - Dec 2021

UX-UI Designer (Internship)

Responsible for improving UX and UI design in projects such as Website University and a real estate business. My role consisted of the following aspects:

- **Client Facing:** Conducted face-to-face interviews with clients to analyze their necessities and budget.
- **Design System Structuring:** Defined the look and feel and created atomic design components for website construction.
- **Dev Handoffs:** Delivered Figma design documentation and managed the QA process with feedback to ensure high-quality implementation.

Parallel Devs, Feb 2021 - Jun 2021

UX-UI Designer (Internship)

Responsible for creating the UX and UI design for e-commerce and social media platform projects. My role consisted of the following aspects:

- **Teamwork Sessions:** Collaborated with the team to define the MVP, align expectations, and estimate project timelines. Applied feedback from the UX/UI design and development team.
- **UX/UI Process:** Defined and implemented UX design tools focused on service design to create an accurate and effective website service experience.

Education

Industrial Design Engineering, Jan 2015 - Nov 2021

Costa Rican Institute of Technology
(Cartago, Costa Rica)

Certification

Jira Fundamentals, Sep 2023

Atlassian University (Remote)
Credential ID: [277643431](#)

Design Thinking Training Workshop, Jun 2018

Technology on Business

Preliminary English Test, Nov 2014

EF | University of Cambridge
Passed with distinction
Credential: 0047647120

Skill Set

Soft Skills

Strategical Leadership
Collaboration
Client Relationship Building
Time management

Community

Team Collaboration
Client Collaboration
Initiative Participation

Technical Skills

UI Design:

Design System construction
Responsive and Atomic Design
Accessibility and strong design sensibility
Integration with Dev
Expert-level knowledge in Figma
Figma and Design System Mentoring
Responsive imagery specs

UX Research:

Customer Journey Mapping
Service Blueprints
Benchmarking Comparison
Architecture

UX Testing:

Wireframes
User Flows
Heuristic Evaluations
Card Sorting
Tree testing
Survey

Softwares

Figma
Optimal Workshop
Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects)
Adobe Firefly
Dall E-3