

Natalia Consonni

Senior Product Designer

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With over 10 years of experience in crafting user-centered digital solutions, I specialize in transforming complex problems into intuitive, engaging experiences. I am passionate about bridging the gap between technology and people to create impactful, accessible solutions that drive success and growth for both users and businesses.

PROFESSIONAL EXPERIENCE

Product Designer

Amitree (*acquired by BoldTrail*) | US - Remote | 2020 – Present

- Led user research studies to improve product features and discover new opportunities, including the creation of AI-driven features.
- Conducted usability testing and incorporated customer feedback, metrics, and business requirements to enhance the user experience.
- Optimized existing UI designs and created user flows, wireframes, prototypes, and mockups.

UX/UI Designer

GetYourLawyer | Switzerland - Remote | 2019 – 2020

- Sole designer leading the full design process, from understanding business needs to validation and handoff to engineering.
- Improved user flows and conversion rates by leveraging analytics and user feedback, resulting in a X% increase in engagement.
- Collaborated closely with cross-functional teams, developed style guides and design systems, and addressed UX challenges effectively.

UX/UI Designer

Entercoms | Spain | 2018 - 2019

- Designed data visualization interfaces, and established design guidelines to ensure consistency across the platform.
- Improved the design-to-development handoff process by implementing tools that expedited the implementation process.
- Developed a comprehensive UI Library and gathered requirements for logistics software solutions, enhancing team efficiency.

DESIGN SKILLS

concept development, interface design, testing and validation, user and competitors research, data analysis

PERSONAL SKILLS

problem solver, calm, focused, resilient, ambitious, innovative, detail-oriented, creative, team player, collaboration seeker, listening and empathy traits, accepts criticism, fast learner, flexible

EDUCATION

Bachelor Degree in Entrepreneurship

IU, Germanin | *ongoing*

Certificate in Project Manager

Google Certificates | 2024

Certificate in Service Design

UXER School, Spain | 2018

Associate Degree in Web Design

ORT University, Uruguay | 2016

LANGUAGE

English (Proficiency)

Spanish (Native)