💻🎨 NAT CONSONNI

Full Stack Designer | UI Developer

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- ◆ **10+ years of experience** creating data-driven digital solutions.
- ◆ Strong collaborator with **cross-functional teams**
- ◆ Proven track record in **optimizing UX, increasing engagement, and scaling design systems.**

Professional Experience

Product Designer

Amitree (acquired by InsideRE)

2020 - present | US - remote

- Drove data-informed product improvements by leading user research, usability testing, and A/B experiments—directly influencing the development of AI-driven features and workflow optimizations.
- Partnered with engineers, product managers, and data teams to interpret analytics and user feedback, shaping key UX enhancements based on behavioral insights and business goals.
- Redesigned UI flows and component libraries in collaboration with developers and product teams, ensuring design consistency and improving user adoption rates.

UX/UI Designer

GetYourLawyer

2019 - 2020 | Switzerland - remote

- Led end-to-end UX strategy as the sole designer, collaborating with stakeholders across product, marketing, and engineering to translate business goals into high-converting user experiences.
- Implemented data-driven UX optimizations by leveraging analytics, heatmaps, and A/B testing—leading to measurable increases in sign-up rates and user engagement.
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UX/UI Designer

Entercoms

2018 - 2019 | Spain

- Developed a data visualization framework that empowered teams to analyze performance metrics effectively, aligning design decisions with business intelligence insights.
- Streamlined the design-to-development pipeline by introducing documentation standards and prototyping tools, reducing implementation time and ensuring design fidelity.

Frontend Designer

Kaizen

2017 - 2018 | Uruguay

- Design the design process from user needs analysis and definition to hand-off and validation phases.
- Created wireframes and prototypes while documenting design interactions to streamline developer implementation and maintain design integrity.
- Launched the first MVP and iteratively improved the product post-launch using user feedback and performance metrics to inform design refinements.

UX/UI Designer

jotaErre

2015 - 2017 | Uruguay

- Managed multiple independent projects, handling all stages from corporate identity creation to web and app implementation.
- Developed mockups, journey flows, design patterns and interactive prototypes to ensure a smooth hand-off process
- Ensured adherence to brand guidelines across projects.

Web Designer

Batanga Media

2013 - 2015 | Uruguay

- Led the migration of digital products to Drupal, including setting up UI and frontend libraries for a cohesive platform experience.
- Streamlined processes between stakeholders, designers, and engineers, improving collaboration and project timelines.
- Developed a range of cross-platform digital assets, gaining expertise in HTML, CSS and JavaScript.

Education

Full Stack Development

Coderhouse

2025 - present

Certificate in Project Manager

Google Certificates

2024 - present

Certificate in Service Design

UXER School, Spain

2019 - 2020

Associate Degree in Web Design

ORT University, Uruguay

2016

Graphic Design

ORT University, Uruguay

2010-2016

Core competencies

Design & UX

✅ User-Centered & Data-Driven Design
✅ Design Systems & Component Libraries
✅ Wireframing & Prototyping (Figma, Adobe XD)
✅ A/B Testing & Conversion Optimization

Technical Skills

✅ HTML, CSS, JavaScript (ES6+), React.js, Next.js
✅ CSS-in-JS (Styled Components, Tailwind CSS)
✅ Performance Optimization & Web Animations
✅ Version Control (Git, GitHub, GitLab)

Collaboration & Processes

✅ Agile & Scrum Workflows
✅ Cross-functional team collaboration (PMs, Devs, Data Teams)
✅ UX Research & Usability Testing
✅ Design-to-Development Handoff

Languages

English

Proficiency Level

Spanish

Native Speaker