

# Nathalie D. Rodriguez

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[www.linkedin.com/in/nathaliedrodriguez](https://www.linkedin.com/in/nathaliedrodriguez) | Visit my Website: [nathaliedrodriguez.vercel.app](https://nathaliedrodriguez.vercel.app)

I am a UX/UI designer and digital content creator with over 10 years of experience in digital communication. I enjoy applying my knowledge to provide user-centered design solutions that create meaningful experiences. My approach is defined by attentive listening, interdisciplinary collaboration, and a commitment to continuous improvement.

I am currently looking to reconnect with IT teams as a contractor or freelancer.

## SKILLS

**Design:** Product Design, Interaction Design, User Interface, Prototyping, Visual Design, Wireframing, High Fidelity Mockups.

**Research:** User Interviews, User Testing, Information Architecture, Journey Mapping, Qualitative and Quantitative Analysis, A/B Testing.

**Software:** UX UI Design: Adobe Xd - Figma | Task Management: Notion - ClickUp - Trello - Jira - Miro - Padlet | Reporting, Insight tools: Hotjar - Google Analytics | Testing: Optimal Workshop - Maze | Wireframes, User flow: Whimsical | Graphic Design: Adobe .Ps - .Ai - .Id.

**Soft:** Languages: Spanish Native - English C2 Proficient | Rapid Iteration, Cross-functional teamwork and communication, Human-centric approach.

## PROFESSIONAL EXPERIENCE

### UX UI Designer

Feb 2025 - Present

Alpha Efficiency | Remote

I design clean, intuitive interfaces that make digital experiences work better.

- Create UX/UI designs for a range of digital projects, from landing pages and websites to SaaS platforms, focused on solving client challenges.
- Leverage UX research to create intuitive, goal-driven designs that enhance user interaction.
- Redefine digital experiences by balancing aesthetics, accessibility, and business objectives.

### UX UI Designer & Content Designer

Jul 2021 - Present

Freelance | Remote

As a freelance UX/UI designer, I collaborate with clients to craft thoughtful digital experiences that are both functional and visually engaging. I invite you to explore my portfolio to see some examples of my work.

- Develop cohesive UX/UI designs focusing on user communication and accessibility.
- Apply UX research insights to create intuitive user experiences.
- Balance functionality and aesthetics in design projects.

### Digital Content Coordinator

Jun 2014 – Jan 2021

Government Secretary of Communication | Córdoba, Argentina

As a Digital Content Coordinator, I aligned strategies with the provincial government's vision and collaborated with creative teams to produce engaging content that increased visibility, improved public interaction, and expanded our digital reach.

- Aligned digital content strategies with the provincial government's vision to enhance user engagement.
- Collaborated with interdisciplinary teams to boost audience interaction on digital content.
- Partnered with institutions to organize successful national events, utilizing creative strategies like mobile apps and sensory installations.

## Digital Content & Design Consultant

Jun 2013 – Dec 2020

Carlos Paz Golf Country Club | Córdoba, Argentina

Advised on digital strategies to boost the brand's online visibility, designed a responsive website tailored to their audience and created compelling visual content to promote events held at the golf course.

- Designed and maintained [carlospazgolf.com](https://carlospazgolf.com), enhancing user experience and site performance.
- Developed UX/UI strategies to increase brand visibility and engagement for sports and social events.
- Conducted UX research to optimize content design and improve user interaction on key website features.

## EDUCATION

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### Social Communication Bachelor's Degree

Dec 2014

Catholic University of Santiago del Estero, Argentina

### Professional Journalist

Feb 2010

University College of Journalism Bishop Trejo and Sanabria, Córdoba, Argentina

### Courses

Advanced UX UI Design | Coder House

Prototyping (Figma and Adobe XD) | Coder House

User Interface Design | National Technological University

## AWARDS

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### Silver Eikon Award

Jan 2019

2nd Place Category: General Institutional Communication Campaign.

Case: Coverage of Provincial Gas Network Works. <https://cordoba.premioseikon.com/2019-cordoba/>

### Golden Eikon Awards

Jan 2018

1st Place, Category: Events

Case: Green Economy Summit – Featuring three Nobel laureates, including former U.S. President Barack Obama.

<https://cordoba.premioseikon.com/2018-cordoba-2/>