

Nathalie D. Rodriguez

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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 and Digital Content Specialist

Feb 2021 - Present

Freelance

As a freelancer, I adapted to remote work while traveling abroad. Also, I seized the opportunity to upskill in new tools and transition fully into the realm of UX/UI design. Engaged in professional development, I have completed online courses including Foundational and Advanced UX/UI Design and Prototyping offered by Coder House, as well as a User Interface Design Course provided by the National Technological University, Buenos Aires Regional Faculty. I achieved leading positions in the top-ten rankings of all courses.

The designs, conducted during this period, integrate strong communication focus with clear design to create cohesive, goal-oriented experiences. I invite you to explore their full details in my portfolio.

- **Board Games Friends:** A mobile app for board game enthusiasts to create and join in-person meetings. I achieved a final product (+ 300 pages) that offers specific player features, adheres to usability principles, and ensures easy navigation and participation.
- **YoPuedo app:** A platform that allows the elderly to access remote assistance sessions provided by volunteers, in a simple and easy way. I look forward to users achieving their searches effectively, minimizing the insecurities and fears typical of the seniors.
- **BAYA energy:** A new Starbucks drink promoted via its mobile app. I emphasized its key feature that distinguishes it from other brands and showcased it across sections to emotionally connect with clients, enhancing message retention and brand strength.
- **Meetup:** A social platform for discovering and joining interest-based groups. I redesigned the app, enhancing users' pain points to ensure intuitive navigation, more functionality, and the capability to guide users smoothly towards their objectives.

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 coordinated closely with graphic designers, videographers, and photographers to create engaging content. These actions boosted views and broadened our audience on the website and social media, improved interaction with society and increased visibility of the institution's activities.

- Solved employee's problems in different areas so they could efficiently communicate their work, achieving the broadcast of complex information in a simple, accessible, and compelling way for different target audiences.
- We partnered with other institutions to co-organize the 2017 National Water Congress, implementing creative strategies like a sensory experience installation, an artistic and multimedia opening ceremony, and a mobile app and a website for participants engagement. This led to increased public participation across the different congress activities and widespread national media-

Nathalie D. Rodriguez

coverage. In the same year, we organized the Green Economy Summit, with notable participation from three Nobel laureates, including former U.S. President Barack Obama.

- In the first quarter of 2020, we shifted to remote work in response to the pandemic, and for the rest of the year, we adopted a hybrid work model. During this time, we utilized various online collaborative tools and further improved our response times, exceeding our set objectives.

Digital Content Consultant

Jun 2013 – Dec 2020

Carlos Paz Golf Country Club | Córdoba, Argentina

Advised and consulted on digital strategies to enhance the brand's online presence, focusing on the promotion of both sports and social activities. Implemented digital and graphic solutions that improved the visibility of these events and fostered greater interest in the country's residential offerings, contributing to the sale of land and residences.

- Designed and maintained the website carlospazgolf.com, including content creation and updates.
- Analyzed metrics and optimized digital campaigns on social media.
- Developed digital and graphic solutions to increase diffusion and enhance visual communication.

Digital Content Creator

Feb 2012 – Feb 2014

Coterranea Communication Services Company | Córdoba, Argentina

As a Digital Content Creator at Coterranea, I produced diverse articles for the company's magazine and website, collaborating with the layout design to ensure visually appealing presentations with a human-centered approach. By balancing remote and in-office collaboration, I significantly enhanced Coterranea's online presence, delivering compelling digital experiences to our audiences.

- Researched and crafted in-depth interview articles featuring renowned personalities, yielding significant reader interest, and fostering deeper connections with our audience.
- Worked with journalist colleagues using collaborative tools to plan and develop news stories, resulting in streamlined workflows and timely delivery of high-quality content.
- Collaborated on graphic design within Coterranea's Digital Marketing Consortium, specializing particularly in layout design, ensuring visually compelling and cohesive presentations across both printed and digital issues.

INTERSHIPS

Content Creator and Designer

NUNSACAT, National University Extension Project | Córdoba, Argentina

Mar 2008 – Dec 2011

I played a key role in developing a distinct identity for a rural community facing challenges to sell their handmade products. After interviewing community members and observing their processes, I created a Blog and established social media presence from scratch, greatly boosting visibility. Additionally, I designed product labels, brochures, banners, and videos to support the initiative.

GEORGIA CLOSE UP Foundation | Atlanta, GA, United States

Jan 2010 – Jun 2010

I tracked developing stories of student interest, created visually engaging materials like the student print Handbook and flyers, and collaborated on organizing student activities for the Annual Youth Legislative Conferences held at the Georgia State Capitol. These efforts contributed to fostering student engagement and facilitating meaningful experiences within the foundation's initiatives.

EDUCATION

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