www.linkedin.com/in/
nathaliedrodriguez (LinkedIn)
www.behance.net/
nathaliedrodriguez (Portfolio)

Aptitudes principales

Data Analysis
Tableau
Presentation Skills

Languages

English (Full Professional)
Spanish (Native or Bilingual)

Certifications

UX/UI Design
Prototyping Course (Figma and Adobe XD)
Share Data Through the Art of Visualization
User Interface Design Course
Sustainable UX Design

Honors-Awards

Golden Eikon Awards
Silver Eikon Award

Nathalie D. Rodriguez

UX UI Designer | Content Designer | Comunicadora Social |
Diseñadora UX UI | Diseñadora de Contenidos UX
Cordoba, Córdoba, Argentina

Extracto

I am a UX/UI designer and Sr. 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.

: Figma - Adobe Xd - Penpot | Notion - ClickUp – Trello – Jira – Miro - Padlet | Hotjar – Google Analytics | Optimal Workshop - Maze | Whimsical | Adobe .Ps - .Ai - .Id.
: User Interviews | User Testing | Information Architecture | Journey Mapping | Qualitative and Quantitative Analysis | A/B Testing.
: Product Design | Interaction Design | User Interface | Prototyping | Visual Design | Wireframing | High Fidelity Mockups.
: Rapid Iteration | Cross-functional teamwork and communication | Human-centric approach.

Experiencia

Profesional independiente
UX/UI Designer & Content Designer
julio de 2021 - Present (3 años 9 meses)

• 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.

Gobierno de Córdoba
Digital Content Designer
junio de 2014 - enero de 2021 (6 años 8 meses)
Córdoba, Argentina

• 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.

Carlos Paz Golf Country Club
Digital Content Consultant
junio de 2013 - diciembre de 2020 (7 años 7 meses)
Córdoba, Argentina

• Designed and maintained 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.

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Educación

Universidad Católica de Santiago del Estero
Social Communication Bachelor´s Degree, Communication and Media Studies · (2010 - 2014)

Colegio Universitario de Periodismo
Professional Journalist, Journalism · (2007 - 2009)