

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.

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 C1 Proficient | Rapid Iteration, Cross-functional teamwork and communication, Human-centric approach.

PROFESSIONAL EXPERIENCE

UX UI Designer

Aug 2025 - Present

WeDevelop | Remote

I create designs that bridge business objectives with user needs through simplicity and usability.

- Design impactful landing pages and established cohesive branding identity for WeDevelop clients.
- Spearhead the entire UX UI design process, ensuring a user-centered approach throughout.
- Develop comprehensive user flows and conduct user testing to enhance usability and engagement.

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 complex projects.

UX UI Designer

Feb 2025 - Sep 2025

Alpha Efficiency | Remote

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

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

Nathalie D. Rodriguez

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, 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

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

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/>