

# 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 design digital products that people genuinely enjoy using. As a UX/UI designer, I turn messy problems into clean, intuitive solutions that look good, feel seamless and actually work.

## 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

### Product Designer

Aug 2025 - Present

WeDevelop | Remote

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

- Design impactful products 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

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.

### Product Designer

Jul 2021 - Feb 2025

Freelance | Remote

- Developed cohesive UX/UI designs focusing on user communication and accessibility.
- Applied UX research insights to create intuitive user experiences.
- Balanced functionality and aesthetics in design complex projects.

### Product Designer

Jun 2014 – Jan 2021

Government Secretary of Communication | Córdoba, Argentina

- Created multiple websites and designed intuitive, cohesive interfaces across platforms.

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- Conducted UX research to align design solutions with user needs and institutional goals.
- Partnered with institutions to organize successful national events, utilizing creative strategies like mobile apps and sensory installations.

## UX UI Designer

Jun 2013 – Dec 2020

Carlos Paz Golf Country Club | Córdoba, Argentina

- Designed and maintained their website, 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

### University Certificate Program

Dec 2025

UXResearch | Belgrano University

### Courses

Prototyping (Figma and Adobe XD) | Coder House  
User Interface Design | National Technological University  
Advanced UX UI Design | Coder House

Feb 2024  
Oct 2023  
Jan 2022

### 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

## 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/>