

Natalia Rios Elias

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UX/UI Designer with a background in Frontend Development, specialized in designing user-centered, scalable, and visually coherent interfaces.

I have more than 3 years of experience in digital product design, prototyping in Figma, design systems, and web interface development.

My approach combines analytical thinking, aesthetic sensitivity, and technical knowledge, enabling effective collaboration with development, product, and business teams.

## PROFESSIONAL EXPERIENCE

INTELICA CONSULTING (January 2024 – Present)

Interface Developer

- Participation in the digital transformation process of B2B solutions, focused on optimizing the user experience.
- Design and implementation of interfaces in Angular under a micro-frontend architecture.
- Creation and maintenance of reusable components in Pug and SCSS, aligned with a scalable design system.
- Collaboration with UX teams to ensure visual consistency and accessibility.
- Implementation of Google Analytics and Tag Manager for interaction measurement and event tracking.

DRUGSTORE2DOOR (March 2023 – January 2024)

UI Designer – Magento Developer

- Design of ecommerce interfaces centered on the user journey, optimizing conversion and navigation.
- Creation of wireframes, user flows, and prototypes in Figma.
- Customization of themes and layouts in Magento 2, with emphasis on usability and performance.
- Visual testing and user experience testing (A/B and cross-browser).
- Integration of visual elements aligned with brand identity and web accessibility.

RICARDO PALMA UNIVERSITY (March 2022 – April 2023)

Web Developer

- Design and layout of informational interfaces for academic portals.
- Editorial layout of scientific articles in HTML and CSS, prioritizing readability and visual hierarchy.

- Maintenance of the institutional website with Angular, applying improvements to the navigation experience.
- Coordination with communication and technology teams to align UX objectives with institutional needs.

CODE SOCIETY (October 2021 – March 2022)

UI Designer

- Design of interfaces and reusable visual systems in Figma with a mobile-first approach.
- Definition of UI Kits, components, and coherent visual patterns.
- Prototyping of user flows and interaction design.
- Support for the development team to ensure fidelity in implementation.

#### SKILLS & TECHNOLOGIES

- UX/UI Design: Figma, Adobe XD, Illustrator, interactive prototyping, information architecture, wireframes
- Design Systems: Componentization, visual guidelines, reusable patterns
- Usability: User-centered design principles, user testing, Nielsen heuristics
- Frontend: HTML5, CSS3, SCSS, JavaScript, Angular, Pug
- Tools: Git, Jira, Google Analytics, Google Tag Manager
- Ecommerce: Magento 2 (layouts, themes, components)
- Graphic Design: Iconography, banners, illustrations

#### EDUCATION

Ricardo Palma University – Computer Engineering (2019–2023)

#### LANGUAGES

English – Advanced