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Natali Salazar

Product Designer | Generalist Thinker | AI Enthusiast

SUMMARY

Keep it simple.

I'm passionate about crafting intuitive interfaces, but what drives me is uncovering the why behind every design choice. That's why I thrive in business conversations, translating insights into strategic design. I've been exploring how decentralization and AI are reshaping product design, empowering users through smarter and more autonomous experiences. I love building products that are clear, responsible and built on trust.

SKILLS

Design: User Flows, Wireframes, Prototyping, Information Architecture, Usability Testing

Research: User Interviews, Journey Mapping, Service Blueprints, A/B Testing

Soft: Communication, Problem Solving, Collaboration, Critical Thinking

Tools: Figma, Maze, Sketch, Adobe XD, Miro, Visual Studio Code, ChatGPT

CERTIFICATIONS

Product Management Immersion
CareerFoundry (2024)

Human-centered Service Design
IDEO U (2023)

User Research: Methods and Best Practices
Interaction Design Foundation (2021)

WORK EXPERIENCE

Lead Designer | Airport Dining Experience Volunteer Project

Nov 2024 - Jan 2025

- Led a team of 4 UX designers to develop a user-centered digital solution for airport dining.
- Directed the design process from research and ideation to prototyping and testing.
- Emphasized clarity, trust, and autonomy, core principles in self-custody and privacy-first product experiences.

UX Designer | Galicia Bank

2011 - 2020

Key Projects at Galicia Bank

- Principal Website
 - Designed and optimized landing pages, enhancing user interaction.
 - Improved accessibility and retention through effective information architecture.
- Business Online Banking
 - Designed and implemented a cohesive visual design system with typography, color schemes, and iconography.
 - Enhanced user experience with A/B testing and user feedback.
 - Collaborated with marketing for targeted messaging, boosting engagement.

UX Designer | Freelance

2014 - 2020

- *Managed diverse projects in healthcare, finance, and e-commerce, focusing on user-centered design.*
- Spearheaded end-to-end design processes, including user research, wireframing, prototyping, and iterative refinement, ensuring optimal usability and business alignment.
- Worked closely with developers, engineers, and stakeholders to implement user-centered design solutions, driving engagement and improving product experiences.
- Conducted design discovery efforts to evaluate feasibility and viability, ensuring alignment with both business goals and user needs.