Hi, **I'm Natalia Galindo**

Experience, Product Designer & DataViz Enthusiast

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Career Summary.

With nine years of experience in design and collaboration with multicultural, multidisciplinary teams, I have cultivated a comprehensive understanding of the end-to-end design process. This extensive experience has empowered me to effectively lead design teams, with a particular focus on diverse industries, thus expanding my expertise and adaptability.

In practice, I enjoy blending teamwork, research, and emerging technologies while keeping a keen eye on the business purpose. Being an enthusiast of data-driven visualization, I value and advocate for research and the use of data to create coherent products.

Work Experience.

Globant, Senior CX/UX Designer

July 2023 - Present

- Managing discovery processes in initiatives for Wolters Kluwer's (WK) Health division client, where concepts and solutions such as Knowledge Burst were designed to address the current needs in nursing students' content consumption. This was achieved through workshops, user interviews, prototyping, and upcoming usability testing.
- Facilitating the work of the Globant design team in collaboration with WK by establishing a structure within the team and homogeneous workflows, accomplished through workshops, process standardization, team building, and design ceremonies.
- Pioneering the consolidation of design processes within WK's design team, such as task tracking and the design system, which has helped reduce internal repetition and misalignment across the ecosystem of experiences in the health division. This has been achieved through design ops, documentation, and design rituals.

Monstarlab, Design Manager /Product Designer

October 2021 - July 2023

- Led Design Ops processes, experiencing growth from Product Designer to Design Manager. Established impact metrics, such as client satisfaction and Task Completion Time, for design teams across America and EMEA.
- Designed Zendai MVP, Egon Zender's Executive Search platform, which consolidated four tools into one, driving user adoption. This was achieved through the analysis of tools, user interviews, and iterative design aimed at enhancing functionality and user experience.
- Created a streamlined system for EMEA line managers to report and track internal and external processes, cutting costs and boosting visibility. Achieved through comprehensive discovery, including employee and client interviews, rigorous testing, and business metrics implementation.

Skills.

User Experience (UX)
User Interface (UI)
Interaction Design
Data Visualization
Service Design
Prototyping
Wireframing
Information Architecture (IA)
Human-Centered Design
User Research
Accessibility
Design Thinking
Atomic Design
Design Ops
Usability Testing

Languages.

Spanish (native)
English (Advanced)

Globant, Senior UI/UX Designer

December 2018 - October 2021

- Pioneered expertise in Data Visualization within the design studio, fostering collaboration among UX, research, and UI practices. Enabled both studio and product teams to create data-focused proposals and implement tasks seamlessly in design processes.
- Crafted an analytics tool, boosting client experiences and opening new revenue streams, notably with products like Card Expert. Shifted mindset from features to Digital Products, driven by strategic vision, customer centricity, and Agile transformation.
- Led the creation of a Design System for Fiserv, aligning seven products and establishing it as the source of truth. Mapped libraries, frameworks, and specific needs for each product.

Cabify / Easy Taxi , Digital Designer

February 2018 - December 2018

- Redesigned the company's website, facilitating user and driver migration and decreasing call center inquiries by 30%.
- Introduced new user interaction methods on the web and app, accommodating complex migration processes, and increasing website traffic by nearly 40%. Utilized user research, field observations, and agile prototyping.
- Created novel user interactions not only on the web but also in the app, addressing complex migration processes and enhancing user experience, resulting in almost a 40% increase in site traffic. Implemented information re-architecture, digital marketing, and AB testing.

Education.

Interaction Design Foundation, US — *UX Management*

Present

Acámica, Argentina — *UI/UX Master Career*

May 2021

College of San Mateo, US — *English Second Language*

December 2017

Cymetria, Colombia — *Web Design and UX Course*

July 2016

Escuela de Artes y Letras, Colombia — *Professional Graphic Design*

January 2011

🥇Honorable Mention for Academic Excellence

Based in Bogotá. Open to job opportunities in Europe.