

NATALIA ORMAZABAL

SENIOR UX/UI DESIGNER

Senior Designer with **18+ years of experience** creating complex digital solutions. Specialist in turning critical business processes into intuitive experiences. Expert in scalable **Design Systems** and in bridging business, design, and development as a Product Champion. Passionate about accessibility (WCAG 2.1) and the social impact of technology.

CONTACT

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70% English: B2 (Upper-Intermediate)

EXPERIENCE

06.2024 – Present

Sr. Product Designer & Champion | Raona (Leading Energy & Oil Company)

- **Product Leadership (Champion):** Key contact for a leading Energy & Oil company, driving the discovery and adoption of digital solutions in complex operational areas (e.g., Surveying App).
- **Design System Lead:** Created and maintain the end-to-end Design System for PowerApps, reducing development time and ensuring consistency across 30+ applications.
- **Research & Strategy:** Applied Service Design methodologies, heuristic evaluations, and on-site usability testing to validate critical design decisions.

01.2023 – 06.2024

Sr. UX/UI Designer | Raona (Leading Energy & Oil Company Team)

- Owned the end-to-end design cycle: from initial research and user personas to high-fidelity prototypes.
- Conducted interviews with end users to iterate on products based on real field needs.

11.2021 – 01.2023

Sr. UX/UI Designer | TIPS Salud S.A.

- Designed interfaces for Hospital Privado de Córdoba and the DOOLE app.
- Created and maintained the institutional Design System to ensure scalability.

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07.2017 – 01.2023

Ssr. UX & Web Designer | Modernization Office, City of La Plata

- Helped improve the citizen experience within the municipality by designing and developing websites and WordPress applications.
- Conducted thorough requirements analysis and research to ensure solutions effectively met user needs and municipal goals.

TECHNICAL SKILLS & TOOLS

- **Design:** Figma (Expert), Adobe XD, Design Systems, Advanced Prototyping, Information Architecture.
- **UX Research:** Heuristic Evaluation, Card Sorting, User Testing, Service Design, Design Thinking.
- **Technology:** PowerApps, SharePoint, HTML5/CSS3 (Sass), Agile Methodologies (Scrum/Jira).
- **Accessibility:** WCAG 2.1 standards and technical validation.

EDUCATION

Postgraduate Diploma in Digital Experience Design (UXDI) – Universidad Nacional del Centro (UNICEN).
Degree in Visual Communication Design – Universidad Nacional de La Plata (UNLP).
Continuing Education (2026, in progress): Product Design UX/UI with AI – Espacio UX.
Continuing Education (2025): Designing and Leading UX Processes with Confidence – Somos Edison.
Continuing Education (2024): Design Systems in Figma (Udemy) and UX Writing (Educación IT).