

# Natalia Calderón

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**Date of birth:** 19/11/1998 | **Nationality:** Colombian | **Phone number:** (+57) 3004280952 (Mobile) | **Email address:** [angie19natalia@gmail.com](mailto:angie19natalia@gmail.com) | **Website:** <https://www.natcalderon.com> | **LinkedIn:** <https://www.linkedin.com/in/natcal-ux/> | **Address:** Bogotá, Colombia (Work)

## ● ABOUT ME

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UX/UI Product Designer with 3 years of experience creating human-centered solutions from research to user testing. Skilled in Figma, design systems, and prototyping, with strong expertise in information architecture, user flows, high-fidelity prototyping and artificial intelligence. Known for strategic thinking, collaboration, problem-solving, and clear communication, with a proven ability to work effectively with cross-functional teams and stakeholders. Rigorous attention to detail and adept at presenting design concepts clearly and efficiently.

## ● WORK EXPERIENCE

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15/03/2022 – CURRENT Santiago de Chile, Chile  
**UX/UI DESIGNER** GENOMAWORK

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Implemented functionalities to improve recruitment efficiency, contributing to a 55% increase in clients over two years. Translated platform from Spanish to Portuguese. Designed marketing resources for client conversion and retention.

**Business or Sector** Human health and social work activities

01/04/2021 – 28/10/2021 Medellín, Colombia  
**UX/UI DESIGNER** STAR SOLUTIONS

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Collaborated with 15+ startups to design web/mobile platforms according to their goals and needs since investigation of user personas until creating effective and intuitive prototypes.

## ● EDUCATION AND TRAINING

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01/02/2016 – 30/11/2019 Bogotá, Colombia  
**MODERN LANGUAGES AND DIGITAL COMMUNICATION, BACHELOR'S DEGREE** Universidad EAN

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**Website** <https://universidadean.edu.co/> | **Level in EQF** EQF level 3

27/04/2020 – 27/04/2021 Barcelona, Spain  
**UX & UI PRODUCT DESIGN, MASTER'S DEGREE** IEBS Business School

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**Website** <https://www.iebschool.com/> | **Level in EQF** EQF level 4

05/04/2021 – 30/05/2021 Online  
**DESIGN THINKING: ULTIMATE GUIDE** Interaction Design Foundation

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**Website** [www.interaction-design.org](http://www.interaction-design.org) | **Level in EQF** EQF level 4

01/10/2022 – 10/10/2022 Online  
**UX WRITING ADVANCED COURSE** Platzi

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**Website** <https://platzi.com/> | **Level in EQF** EQF level 4

01/12/2022 – 28/12/2022 Online  
**INFORMATION ARCHITECTURE COURSE** Platzi

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**Website** <https://platzi.com/> | **Level in EQF** EQF level 4

## ● LANGUAGE SKILLS

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Mother tongue(s): **SPANISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C1	C2	B2	B2	C1
<b>PORTUGUESE</b>	C2	C2	C2	C2	C2
<b>GERMAN</b>	B1	B2	A2	A2	B1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## ● **DIGITAL SKILLS**

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### **UX Design**

Product design | Artificial Intelligence | Design Thinking | User Research | Information Architecture | Wireframing | Problem Solving | User Journey Map | Usability Testing | User Flow

### **UI Design**

Interaction Design | Responsive design | Wireframing and UI prototyping | Figma

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