

Natalia Calderon

Birth of place: **19/11/1998**

Nationality: **Colombian**

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Portfolio: **natcalderon.com**

About me

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

15/03/2022 - 28/03/2025 · Santiago de Chile, Chile

UX/UI DESIGNER · GENOMAWORK

- Added 5+ core features, boosting client growth by 55% in 3 years.
- Built a design system with 50+ components, cutting handoff time by 30%.
- Wrote 50+ guidelines, reducing redundant design work by 40%.
- Led Spanish-Portuguese translation, enabling access to 2M+ users via key partnership.
- Optimized design-dev workflows, reducing delays by 25%.
- Designed 20+ marketing assets, raising lead sign-ups by 35%.

01/04/2021 - 28/10/2021 · Medellín, Colombia

UX/UI DESIGNER · STAR SOLUTIONS

- Designed 20+ landing pages and 5+ app screens for SaaS, e-commerce, and healthcare.
- Reduced bounce rates by 25% with user-focused layouts and CTAs.
- Delivered 100% of projects on time with clear, client-driven design.
- Built industry-specific UI kits, cutting design time by 40% for repeat clients.

Education and Training

01/02/2016 - 30/11/2019 · Bogotá, Colombia

Modern Languages And Digital Communication, Bachelor's Degree · Universidad Ean

27/04/2020 - 27/04/2021 · Barcelona, Spain

UX & UI Product Design, Master's Degree · IEBS Business School

01/02/2016 - 30/11/2019 · Bogotá, Colombia

Modern Languages And Digital Communication, Bachelor's Degree · Universidad Ean

Design Skills

UX Design

- User Research (Personas, Surveys, Interviews).
- Information Architecture & User Flows.
- Wireframing & Low-Fidelity Prototyping.
- Usability Testing & Heuristic Evaluation.
- Accessibility & Inclusive Design.
- Data-Driven Design (Metrics, A/B Testing).
- AI Integration (e.g., AI-powered UX patterns, chatbots).

UI Design

- High-Fidelity Prototyping (Figma, Adobe XD).
- Design Systems & Component Libraries.
- Visual Design (Typography, Color Theory, Grids).
- Interaction Design & Micro-Interactions.
- Responsive & Mobile-First Design.
- Landing Page Optimization.

Tools And Technologies

- Design: Figma, Canva.
- AI Tools: Familiarity with AI/ML concepts for UX.
- Collaboration: Trello, Miro, Notion.

Language Skills

Mother Tongue: SPANISH

	Listening	Reading	Spoken Production	Spoken Interaction	Writing
English	C1	C2	B2	B2	C1
Portuguese	C2	C2	C2	C2	C2
German	B2	B2	B1	B1	B1



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