

NATALIA TORRES

HEAD OF EXPERIENCE AND RESEARCH

ABOUT ME



I'm an experienced UX and Research Lead with nearly 15 years in design, enterprise IT, government digital transformation, and product strategy. Led UCD for CivTech 9.8 challenge for the Scottish Government, driving UX innovation. Skilled in mentoring teams, leading high-impact research, and influencing leadership through insights. Looking for a role where I can drive strategic research, shape user-centric experiences, and create business impact in a dynamic environment.

LANGUAGES:

Portuguese: ●●●●
English: ●●●●
Italian: ●○○○

WORKING MODELS:

- Agile Methodology
- Design Thinking
- Product-centric

CONTACT



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SKILLS



W

WORK EXPERIENCE

HEAD OF EXPERIENCE AND RESEARCH – NETCOMPANY (IT CONSULTANCY), JUN 2023 – PRESENT/ LONDON

Scottish Government - Communication Platform

- Led the UX on CivTech 9.8 challenge in Scotland
- Led strategic research initiatives to inform enterprise IT solutions and product decisions.
- Managed and mentored a UX team, ensuring high-quality insights.
- Owned UX on programme level, reporting insights to directorate government stakeholders.
- Partnered and led with cross-functional teams to drive data-informed decisions.
- Executed high-impact research projects using diverse methodologies.
- Influenced leadership through storytelling and insights.
- Optimised research tools and processes to scale insights efficiently.
- Developed my research methodology on enterprise level.
- Worked on business development, securing new clients and expanding market presence.
- Thrived in a fast-paced, collaborative environment.

NHS Demographics - GP Registration system on Find a GP.

- Designed for using user needs, behaviours, and motivations.
- Analysed data to derive actionable insights.
- Helped to develop the strategy and product audits.
- Facilitated workshops to understand product current state.

SENIOR PRODUCT DESIGNER AND UX RESEARCHER – Publicis Pro (B2B AGENCY) MAR 2022 – May 2023/ LONDON

UX Design & UX Research for web projects

- Created a new product department that became a hybrid between Design and Strategy.
- Worked on 4 different websites and 3 UX Researches and 10 Audits from problem to launch in the past year.
- Facilitated 2-day client workshops, where I led them to develop mapping, problem statements, personas, journeys, information architecture...
- Built and led UX Research focused projects, from problem, to research proposal, interviews and reports.
- Developed and facilitated different trainings about UX Design process for designers.
- Pitched and won new UX Design projects for my company, developing great relationship with clients

SENIOR UX, RESEARCHER & DIGITAL DESIGN LEAD – KATKIN (B2C startup) AUG 2021 – Mar 2022/ London

Digital Design and Researcher for marketing

- Ran UX Research with current customers, going to customers and recording interviews to understand campaigns.
- Developed personas and customer journeys to redesign all creatives needed for marketing, from paid social/organic posts to email marketing campaigns, including abandoned carts design and user flow on company's website.
- Created user-centred landing pages using data analysis
- Created their Motion Graphics and Animation for social media and landing pages.
- Did UX Design strategy on their whole customer cycle.
- Developed a creative strategy and reports, whose results ensured their next quarter design approach.

DIGITAL INTERACTIVE AND UI DESIGNER – DYNATA (B2B) JAN 2020 – AUG 2021/ London

UI, Digital Designer and Motion Graphics

- Helped creating the strategy for the website
- Did UX research to pinpoint the best approach
- Created landing pages that converted new customers.
- Develop wireframes and UI interactions
- Produced brand and product animations and teasers

PRODUCT DESIGNER – BETBULL (B2C startup) JAN 2019 – JAN 2020/ London

UX Designer and CRM Design specialist

- Led the Creative team and mentored one junior designer.
- Developed brand design strategy for the digital marketing team using OKRs and achieving important milestones for customer acquisition.
- Responsible for acquisition and retention design campaigns.
- Email design on for retention customers using mailchimp.
- Produced motion design solutions for Social Media campaigns using After Effects.
- Carried out market research, persona development, competitor analysis and customer journey for the team.
- Facilitated ideation session for new campaigns.

DIGITAL AND UI DESIGNER – BRANDFORMULA (B2B) AUG 2017 – JAN 2019/ London

UI & Micro Interactions specialist

- Worked with insurance companies like Liberty ASPEN, Allianz and others insurances.
- Designed motion graphic videos for client websites.
- Created corporate animations for conferences and events such as FERMA and BIBA
- Developed all their micro-interactions and UI elements for the webpage.
- Created animated GIFs, graphics for Social Media, 3D and Branding material for financial service brands.
- Collaborated with the UX team, prototyping apps on After Effects for shareholders presentations.

GRAPHIC DESIGN FACILITATOR – CAPGEMINI (Consultancy) JUN 2016 – AUG 2017/ London

Graphic Facilitator specialist for Business events

- Helped to solve corporate complex problems through visual communication projects through tailored events.
- Facilitated business sessions and organised design events.
- Created graphic scribing walls during live presentations, summarising presenters content and important information.
- Supported the internal agency producing graphics, videos, scribing, animations and photography.
- Created interactive games using Intuiface Composer for events.

GRAPHIC DESIGNER – CIG (B2B Publisher) JUN 2016 – AUG 2017/ London

Books and Magazines designer

- Developed printed publication layouts
- Created animated UI interactions, motion graphics and GIFs.
- Helped to create graphics for all events and awards involving pharmacies in the UK.
- Designed mockups and displays for magazines
- Created design learning material.

GRAPHIC DESIGNER – NISSAN (B2C) JUN 2013 – MAY 2015 / RJ – BRAZIL

UX Designer and CRM Design specialist

- Developed printed publication layouts for magazines and books.
- Created animated user interactions, motion graphics and GIFs.
- Helped to create graphics for all events and awards involving pharmacies in the UK.
- Designed mockups and displays for magazines
- Created design learning material.

E

EDUCATION

MASTER USER RESEARCH COURSE – EXPERIENCE HAUS

Jun 2024 / London – UK

Advanced UX design and research studies

- User Research methodologies
- Study Guides
- Client Project

USER EXPERIENCE COURSE – GENERAL ASSEMBLY

Mar 2021 – May 2021 / London – UK

Advanced UX design and research studies

- User Research techniques
- Ideation, personas and wireframes
- Gamification
- App design
- Intro to UI Design
- Figma and XD advanced training

BA EXCHANGE PROGRAMME – IADE

FEB 2012 – AUG 2012 / LISBON – PORTUGAL

Advanced design studies specialisation in Graphic Design.

- Typography and History project

BA INDUSTRIAL DESIGN – PUC-RJ

AUG 2008 – DEC 2012 / RJ – BRAZIL

5 Year BA in Visual Communications Design and human-centred projects.

- History and theory of design.
- Principles of drawing and design.
- User experience projects

V

VOLUNTEERING

PD LADIES London

Jun 2023 - present / London – UK

Education Leader for a Product Designer community for women in London.

- Helped creating events and became a leader and mentor for many new designers and researchers.
- Became a speaker to events in product to help women develop in their careers.