

# NATALIA TORRES

PRODUCT LEAD

## ABOUT ME

# A

Experienced product and UX lead focused on user centred design with 15 years in IT, government digital transformation, and product innovation. Led product vision and strategy for the Scottish Government's CivTech 9.8 challenge, driving impactful solutions. Skilled in aligning cross-functional teams, guiding research into action, and delivering products that balance user needs with business goals. Now focused on driving product growth and strategic outcomes in fast-paced environments.

### LANGUAGES:

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

### WORKING MODELS:

- Agile Methodology
- Design Thinking
- Product-centric

## CONTACT

# C

**Nationality:** British/Portuguese/Brazilian

**Phone:** +44 (0) 07482604016

**Email:** natmt18@gmail.com

**Portfolio:** www.nataliamtorres.com

## SKILLS

# S



# W

## WORK EXPERIENCE

**PRODUCT LEAD (EXPERIENCE & RESEARCH LEAD) –  
NETCOMPANY (IT CONSULTANCY), JUN 2023 – PRESENT/UK**

**Scottish Government/NHS England/NHS Scotland**

- Contributed to the delivery of the [CivTech 9.8](#) programme, taking the product from concept to launch (0→1).
- Spearheaded product discovery and defined product vision in a high-stakes government innovation challenge.
- Worked with cross-functional teams to align on goals, manage roadmap priorities, and ensure delivery of user-centred enterprise IT solutions.
- Conducted market and user research to generate actionable insights, directly informing strategic product decisions and influencing government stakeholders.
- Defined and executed a scalable research and product development framework that optimised decision workflows.
- Owned product outcomes, presenting progress and product strategy updates to directorate-level leadership.
- Facilitated stakeholder workshops and structured ideation sessions to align business objectives with user needs and technical feasibility.
- Managed and mentored a multidisciplinary UX team, fostering a collaborative and high-performance culture.
- Partnered on business development efforts, helping secure new opportunities through strategic insight.
- Championed a culture of continuous learning and adaptability within the product team, ensuring alignment with evolving government digital service standards.

**SENIOR PRODUCT DESIGNER AND 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 scribbling 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.