

NATALIA TORRES

PRODUCT STRATEGY & DESIGN LEAD

ABOUT ME

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I've been a Designer for 12 years and I'm constantly exploring new design trends and technologies to improve my knowledge and understand what users want. My current experience involves product management, app design, responsive web design, ux research and facilitating define and ideation workshops with clients and stakeholders. I looking for a position where I can focus on UX Research, manage the whole product lifecycle and develop a focused product strategy.

LANGUAGES:

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

WORKING MODELS:

- Agile Methodology
- Design Thinking
- Google Sprints

CONTACT

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SKILLS

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WORK EXPERIENCE

PRODUCT DESIGNER LEAD CONSULTANT – NETCOMPANY (IT CONSULTANCY), JUN 2023 – PRESENT/ LONDON

Product and Service Designer for the NHS Demographics

- Designed using user needs, behaviours, and motivations.
- Analysed data to derive actionable insights.
- Collaborate with stakeholders for holistic service design blueprint
- Helped to develop the product strategy and product audits
- Ideated and prototyped service touchpoints and interactions, integrating insights into design decisions
- Facilitated workshops to understand product current state and create a design vision for the future
- Optimised processes for seamless user experiences

SENIOR PRODUCT DESIGNER – OCTOPUS GROUP (B2B AGENCY) MAR 2022 – PRESENT/ 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 affinity 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 4 different trainings about UX Design process for designers,
- Led presentations about business proposition
- Pitched and won new UX Design projects for my company, developing great relationship with clients
- Managed stakeholders throughout product development
- Product managed entire product lifecycles

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

Digital Design and Researcher for marketing

- Did UX Research with current customers, going to customers places and recording interviews to understand future marketing 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.
- Reached metrics and success criteria in the first few weeks.
- 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
- Developed landing pages that performed well and converted new customers
- Develop wireframes and UI interactions
- Produced brand and product animations, teasers for Social Media and conferences, promoting marketing.

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 insurances, ASPEN, Allianz and others.
- 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, scribbling, 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.

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EDUCATION

User Research Course – Experience Haus

Jul 2022 / London – UK

Advanced UX design and research studies

- User Research methodologies
- Study Guides
- 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

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VOLUNTEERING

Blue cross – online volunteering

Nov 2020 - present / London – UK

The animal centre helps saving pets all over the UK.

- Created graphic design small projects to help them get new donations and save pets.

Instituto Nissan project – Favela Community centre

Mar 2015 / Rio de Janeiro – Brazil

Nissan of Brazil supports sports centres on Rio de Janeiro community, so in order for kids to play sports they also need to go to school and be part of artistic activities.

- Helped kids to develop a newspaper for their community where they could share all projects they were involved.
- Event volunteer, teaching kids how to paint