NATALIA CASTORINA

UX / UI Accessibility & AI Designer at Improving
creating strategy-driven innovations

• Education

User Experience

UX Labs Course
Buenos Aires University
2019

UX & Accessibility

Acámica
2018-2020

English First Level

AACI
2008-2009

Fashion Designer

ABM Education Superior Institute
2006-2010

• Skills & Tools

UX

User Research / Testing / Ideation

- *Figjam - Miro*
- *Useberry - Maze*
- *Hotjar - Crazy Eegg*
- *Confluence - Jira*

Wireframing / Prototyping

- *Figma*
- *Photoshop & Illustrator*

Accessibility

- *Wave - Axe - WCAG*

HTML & CSS

- *HTML EMAILS*

• Experience

Improving / UX | UI Designer

MAY 2024 - PRESENT

- Developed a generative chatbot library for **Disney** with components that support saving prompts to a gallery, editing or removing them, and modifying variables to customize outcomes.

APR 2024 - MAR 2024

- Designed an innovative **Marvel** movie financial forecast app to streamline submissions and deliver accurate, efficient financial insights for the industry.

OCT 2021 - MAR 2024

- Designed an strategic financial **EarnUp** App and AI chatbot. Conducted user research to optimize experience. Delivered precise, context-aware solutions aligned with business value.

Leniolabs / UX | UI Designer

ABR 2022 – OCT 2024

- Developed accessible design systems and AI generative solutions for the **EarnUp** App.
- Designed **Ghost Financial** website and their design system.
- Redesigned **Taxfix Berlin's** UX/UI experience, aligning design strategy with business objectives

Freelance / UX | UI Designer

DIC 2022 – APR 2022

- Led innovation for **XUP Payments, Clementine App, and Delino** through strategic design systems and UX audit optimization

Globant / UX | UI & HTML Designer

FEB 2013 –DIC 2021

- UX strategy for **Deloitte** Health & Pharma, creating user personas, optimizing architecture, and designing prototypes aligned with design system requirements.
- Also created UI for **Verizon, Electronic Arts, Scholastic Teachers, Globant Brand and Naranja X**

Wunderman / UX | UI & HTML Designer

FEB 2015 – SEP 2015

- Designed UX for **Microsoft LATAM** (Sessions/Azure/Index/Chile) and

- *Visual Studio Code*
- *GIT & SVN*

Colgate (Kids World/Palmolive). Also built the app in HTML5, CSS3, LESS, and GIT.

Deltek / UX | UI & HTML Designer

SEPT 2009 – JUN 2013

- UI Designer at **Deltek**, leveraging Photoshop, XHTML, CSS, using Agile to design HR software, create website solutions, and provide cross-team design and technical support.