



Natalia Rey's Resume: Interaction Designer. User Interface Architect

Natalia Rey www.nataliarey.com

Objectives

To give positive experiences to users having successful products.

Art Apps

Work Experience

Jan. '11 - Present

Senior Interaction Designer *(Self Employed)*

Art Apps

- Information architecture and interaction design of iPhone apps.
- Conceptualized, designed, multiple iPhone apps.
- Worked tirelessly to design highly usable touch-screen apps with a focus on minimalism and stunning visuals.
- Completed all visual design work for iPhone applications.

Avego www.avego.com

Aug. '10 - Present

Senior User Experience Designer

- Led the UX strategy for multiple product lines, mobile apps, web mobile apps, including its website.
- Specialized in the design of highly scalable systems to navigate, manage all the information visualization.
- In charge of creating new products working very close with Product Management and development team.
- Worked with multiple agile teams to drive feature design and coordinate design efforts.(Scrum).

Analoga www.analoga.com.uy

Nov. '08 - Mar '10

Senior Interaction Designer *(Self Employed)*

CPA Ferrere Project (2010)

- Information architecture and interaction design of the new website of CPA Ferrere. A new re design of the whole experience with main focus on students and careers.

My role: Research, real scenarios, workflow and high fidelity prototypes.

Classimart (2008)

- Information architecture and interaction design of the website where people can buy or sell their products in Latin America.

My role: Research, scenarios, workflow and high fidelity prototypes.

HomeCenter Sodimac www.sodimac.cl

Nov. '08 - Feb '09 **Interaction Designer & Usability Consultant**
(Self Employed)

V2S (2009)

- Interaction design for v2S, web system and an Usability Guide all their web based systems.

My role: Research, real scenarios, workflow and high fidelity prototypes.

URUIT www.uruit.com.uy

Mar. '08 - Feb '09 **Interaction Designer & Usability Consultant**
(Self Employed)

Interaction design for different web systems and Usability Consultant.

Top Projects:

Ikrut www.ikrut.com

Only Apartments www.only-apartments.com

Multiplica www.multiplica.com

Mar. '08 - May '08 **Information Architect & Interaction Designer**
(Self Employed)

- Help with new registration process and social network in a particular project My Best Play. www.mybestplay.com

Soho www.soho.cl

Aug. '04 - Mar '08 **Interaction Designer**

- WEB DESIGN: Interfaces focused on the user. Design websites, animations, cd's.

- Interfaces for applications (2005 and 2006)

- TRANSACTIONAL websites (2005 and 2006)

- Junior Usability Consultant (2007)

Test user rating. Evaluations Heuristics. Design Wireframes Prototypes.

Featured projects:

- Chilecompras www.chilecompra.cl - Procurement System of the State of Chile. Design Interface Software, website design.
- SIGFE Financial Management System of the State. Outsourcing involving live in Santiago de Chile, 2007.
- VTR www.vtr.cl - Provider Company for Television, Telephone and Internet.

Skill Set

- **Interaction Design:** Wireframes, interaction flows, use case scenarios, storyboards, and personas. Prototype Development (high fidelity & low fidelity), Visual Design, etc. (Fluency in Adobe Photoshop)
- **Usability Research & Testing:** Experiment Design, Contextual Inquiry, Ethnographic Study, Heuristic Evaluation, Individual Interviews, Formal Usability Testing, etc.

Professional Education

- Licensed in Graphic Design and Multimedia (2001) in ORT Uruguay University, (4 years).
- Fine Arts in National School of Fine Arts (2001) in Montevideo, Uruguay, (3 years).
- Usability & Accessibility in Murcia's University.

First Seminars

- **Designing Efficient Navigation.** Chile (2005). Organised by Soho and dictated by Francisco García Peñalver from Usolab.
- **Transaction Design: Thinking of you to websites E-Commerce.** Chile (2005). Organised by Soho and dictated by Francisco García Peñalver from Usolab.

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