

NATALIA VALLEJO LARRE

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Barcelona, Spain



CORE SKILLS

AI-assisted design & workflows

Product strategy

User flows & journeys

Wireframing & prototyping

Brand identity & visual systems

Automation & logic flows

UX research

Information architecture

Usability testing

TOOLS

Claude, Claude Design, Claude Code,

ChatGPT, Magnific · Figma, FigJam,

Illustrator, Photoshop · Make, Framer,

Webflow, Shopify, HTML, CSS

LANGUAGES

Spanish — Native

English — B2

Catalan — Listening

SENIOR PRODUCT DESIGNER WITH 7+ YEARS TURNING COMPLEX BUSINESS MODELS INTO CLEAR, SCALABLE AND HUMAN-CENTERED DIGITAL PRODUCTS ACROSS STARTUPS, VENTURE STUDIOS AND CORPORATE ENVIRONMENTS.

EXPERIENCE

Freelance

SENIOR PRODUCT DESIGNER / Mar 2025 – Present

- Product design, digital transformation, branding and website projects — UX/UI, product strategy, visual identity and customer-acquisition flows.
- Selected clients: ATLAS Energia, Titan Manager, Quantum Incentives, DEPET.

Mutter Ventures, Barcelona

PRODUCT DESIGNER / May 2022 – Feb 2025

- Designed and validated digital products within a venture studio, turning early-stage ideas into functional, scalable MVPs with founders and developers.
- Key projects: Cobramus, Maxlu, Criterius.

IThinkUPC, Barcelona

UX/UI DESIGNER / Sep 2018 – Apr 2022

- User-centered products for corporate, educational and institutional clients — from information architecture and journeys to high-fidelity mockups and design QA.
- Selected projects: BASF, The Coca-Cola Foundation, UPC, URIACH.

Earlier · UI Designer, Wualia (2018) · Freelance Web Designer (2017–2018)

EDUCATION

Master in Web Design & Internet Project Management / 2018 – 2019

ELISAVA, Barcelona

Bachelor in Communication Design / 2011 – 2016

Minor in Artistic Photography · USFQ, Quito

Certified Scrum Master / 2019

Barcelona