Natalia Suárez

STAFF PRODUCT DESIGNER

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EXPERIENCE

- **Lead Designer,** deeploi **01.2026 - Present**
  - Introduced MCP and Claude Code workflows, enabling direct code contributions and faster product iteration without expanding the team.
  - Owned end-to-end product design for core platform workflows including procurement and device management, improving task completion and reducing support dependency.
- **Senior Product Designer,** deeploi **08.2024 - 12.2025**
  - Transformed UI Kit into a comprehensive design system, establishing shared design standards across Product, Marketing, and Sales teams
  - Redesigned bundle selection experience, reducing manual operations work by 50% and cutting customer onboarding time — making the process faster for users and nearly hands-off for the team.
- **Senior Product Designer,** SCOUT24 **05.2023 - 07.2024**
  - Improved FLOWFACT MINI's usability and implemented a design system, accelerating delivery and boosting future scalability.
  - Advocated and designed for higher standards, significantly elevating product quality and user experience for both of our CRM B2B Systems (Propstack, Flowfact, Realtor OS)
- **Founder, Product Designer,** Cryptonikas Dao **03.2023 - 03.2024**
  - I helped run classes and spaces for women interested in Web3 and blockchain.
  - I was a judge at ETHBarcelona, where I evaluated projects based on user experience and user impact.
  - I was invited as a guest speaker at NFT Miami to discuss the potential use cases of blockchain in Latin America.
- **Senior Product Designer,** STÆDIUM by Freeletics **04.2022 - 04.2023**
  - Defined design strategy and planned work for two crews in game and app development, ensuring cohesive project direction.
  - Directed and lead design work for other designers, and contractors.
  - I developed and implemented the design system for the brand.
- **Senior Product Designer,** Freeletics **05.2021 - 04.2022**
  - Reduced the production cost of exercise videos by 80% by creating a new video Interaction design concept.
  - Increased design consistency by ~70% in the iOS and AND app by implementing the visual refresh and new design system to the core sections of the app.
  - Improved team satisfaction by delivering and communicating proposals with stakeholders and product management early in the process.
- **Product Designer,** Freeletics **09.2017 - 05.2021**
  - Enhanced implementation time of new training workouts by ~60% by collaborating with cross-functional product teams on a weekly basis.
  - Enabled more flexibility in our core system by almost 50% by implementing a new modular concept for devs and user experience designers.
  - Boosted user experience for running/HIIT training by testing prototypes and interviewing athletes.
  - Strengthened the Human-Centered-Design framework knowledge at the company by creating a cross-functional evangelist group.
  - Organized and promoted design meetups in Munich, Germany and Bogota, Colombia.

LANGUAGES

Spanish (Native)
English (Professional)
German (Professional)
French (Basic)

EDUCATION

MBA - Design Leaders
(Media Art and Design)
Future London Academy
07.2024 - 06.2025

Master of Fine Arts
(Media Art and Design)
Bauhaus-Universität Weimar
09.2013 - 10.2015

Bachelor of Fine Arts
(Graphic Design, Digital Arts)
Universidad Jorge Tadeo Lozano
01.2005 - 11.2010

Associate of Arts
(Audiovisual and Multimedia Design)
Universidad Jorge Tadeo Lozano
01.2005 - 11.2010

CERTIFICATIONS

UX Certificate
Nielsen Norman Group
11.2016

Certified Mentor
The Mentoring Group
10.2021

Design Systems
Memorisely
02.2024

AWARDS

Distinguished Illumi Award
User Testing
10.2020

SystAIn3r Hackathon - Women in AI, Web3, and Sustainability -1st Place

SKILLS AND INTERESTS

Design
Stakeholder management, design strategy, info architecture, prototyping, user flows, user research, usability testing, visual design

NFTs, Blockchain, DAOs, generative Art, AI.