

# Julieta Zalazar

## UX & Product Designer

■ Winnipeg, Canada

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### PROFESSIONAL SUMMARY

Results-driven UX & Product Designer with 5+ years of experience shipping user-centered products across B2B SaaS, edtech, fintech, and consumer apps. I own the full design function end-to-end — from discovery research and prototyping to usability testing — and bring a business strategy lens that keeps design decisions anchored to real product goals. Currently sole designer at a U.S.-based edtech company, driving quality independently across a global user base.

### EXPERIENCE

#### Product Designer · XtraMath — U.S. Edtech App · Sole Designer

Jan 2023 – Present

- Own the entire design function solo — research, journey mapping, pixel-perfect UI, and usability testing — for a product used by students and teachers globally.
- Redesigned key flows in Webflow, improving task completion rates and satisfaction scores through structured usability testing.
- Built and maintain a scalable design system, reducing design-to-dev friction and enabling faster iteration.
- Collaborate cross-functionally with engineers and stakeholders to define scope and ship features on schedule.

#### UX / UI Designer · Freelance — Entrepreneurs & Small Businesses

Feb 2021 – Dec 2022

- Delivered end-to-end UX for 10+ clients — research, wireframing, interaction design, and user testing across diverse industries.
- Built and launched responsive websites on WordPress and WooCommerce, translating business goals into conversion-optimized experiences.
- Created component libraries and design systems that empowered clients to self-manage post-launch.

#### Project Manager · TeleMeditar — Telemedicine App

Jan 2021 – Sep 2022

- Managed product roadmaps and feature definitions for a telemedicine platform across design, engineering, and clinical stakeholders.
- Applied data analysis to validate product decisions and identify growth opportunities, improving customer engagement metrics.

### SKILLS

**Design:** UX Research · User Personas · Journey Mapping · Wireframing · Prototyping · Usability Testing · Design Systems · UI Design

**AI & Code:** AI-assisted design workflows · Cursor · v0 · Figma AI · HTML · CSS · AI prompting for design & front-end

**Tools:** Figma · FigJam · Webflow · Notion · Adobe Suite · WordPress / WooCommerce

**PM & Dev:** SaaS · QA Testing · Agile / SCRUM · Product Management · Data Analysis · FullStack (in progress)

### EDUCATION

#### FullStack Development

Henry Bootcamp · Front End & Back End

Sep 2025 – Dec 2026 · In Progress

#### Product Management

Coderhouse · Full lifecycle · Agile · Go-to-market

Apr 2024 – Jun 2024

#### UX / UI Design Diploma

Coderhouse · Buenos Aires, Argentina

Mar 2020 – Sep 2021

#### Bachelor's in Business Administration

UCA · Universidad Católica Argentina · Buenos Aires

Aug 2017 – Jul 2021