

NATALIA ARROYAVE CUARTAS

End-to-End Product Designer | Digital & Phygital Experiences | 8+ Years Building Real Products

narroyac@gmail.com

[+57 3012400244](tel:+573012400244)

<https://www.linkedin.com/in/natalia-arroyave/>

Summary

Product designer and Strategist with 8+ years of experience shaping digital products, phygital experiences, and customer-centric journeys across physical and digital spaces.

I combine strategic thinking, human-centered design, and hands-on execution to turn ideas into real, scalable experiences, connecting business goals, technology, and human needs.

With a Master's in User Experience Design, I lead and build alongside cross-disciplinary teams across design, development, and architecture, guiding projects end to end, from discovery and concept to design, validation, and launch, always with a collaborative mindset and a focus on measurable impact.

Work experience

Tangible Design, Colombia

→ Head of product and experience

November 2025 - Now

Own the product and experience strategy for a multi-product phygital portfolio, defining roadmaps, experience principles, and evolution paths that balance business priorities, technical feasibility, and customer value. Actively shape key flows and interactions while orchestrating cross-functional teams from opportunity to launch, combining strategic direction with hands-on execution through tools like vibe coding to rapidly prototype, test, and bring ideas to life, ensuring coherence, quality, and commercial impact across the ecosystem.

- Led a portfolio of 12 products, modernizing 4 core solutions and building the Tangible One ecosystem by integrating 5 modular products into a unified phygital platform.
- Generated new sales in 4 enterprise clients through Tangible One, leveraging immersive experiences to engage buyers and empower sales advisors during the purchasing journey.
- Established experience standards and workflows across the product suite, improving consistency and scalability across 100% of active products.

→ UX/UI Director

August 2024 - November 2025

Led and designed end-to-end experiences across digital and phygital products, owning UX strategy, interaction models, and experience standards. Balanced hands-on design in key flows with team leadership, aligning product, design, and engineering around clear, user-centered journeys.

- Delivered 30+ client projects, designing end-to-end journeys across digital and physical touchpoints for retail and spatial experiences.
- Led the evolution of 8 products, updating them to improve consistency and create smoother, more cohesive multi-channel experiences.
- Established UX standards and workflows across teams, strengthening design quality, alignment, and execution speed across all active projects.

→ UX/UI Advisor | External partner

June 2024 - August 2024

Acted as an external strategic partner to strengthen the UX/UI area, helping reposition design as a core driver of product and business value. Focused on diagnosing gaps, uncovering opportunities across products, and defining a more strategic and sustainable design practice.

Colegiatura Colombiana, Colombia

→ Adjunct Professor

August 2024 - Now

Teach design and technology courses, including Interaction Design, Digital Visual Languages, and Collaborative Technologies, focused on UX/CX strategic desing and digital creativity.

Topics covered: UX/UI · Digital literacy · CX · Design tools · Creative coding · Collaborative platforms.

Software One, Colombia

→ UX Lead

January 2023 - August 2024

Led the Experience Design practice within a 20-person team, strengthening both the technical and strategic maturity of UX across the organization. Focused on growing talent, standardizing the practice, and positioning design as a key contributor to project success.

- Led and mentored a team of 20 designers, driving technical growth through structured training, 1:1 coaching, and continuous feedback.
- Delivered 4+ workshops for managers and Scrum Masters, raising awareness of UX value and integrating design more effectively into delivery teams.
- Created a company-wide UX framework to standardize methods, artifacts, and quality across projects.

→ UX/UI Senior Designer

April 2022 - January 2023

Worked end to end on enterprise digital products, partnering closely with clients and development teams to deliver high-impact solutions in complex business environments.

- Led UX for back-office tools for Hocol, creating a design system for PowerApps that standardized components, improved usability, and accelerated internal product development.
- Designed and optimized payment platform experiences for EPM, enhancing clarity, efficiency, and user confidence across critical transactional flows.
- Owned projects from discovery to delivery, translating business requirements into user-centered solutions through research, UX architecture, and high-fidelity design.

Early career – Spatial Experience & Interior Design, Colombia

2016 - 2022

Applied Design Thinking methodologies, using tools such as journey maps and empathy maps to enrich physical experiences and place human needs at the center of spatial design decisions. Through this work, I built a strong foundation in spatial design, production, and project management within the furniture and interior design industry, leading production teams, coordinating suppliers, and translating concepts into real-world spaces.

This stage shaped my ability to design end-to-end experiences today, bridging concept, execution, and human impact across physical and digital environments.

Education

→ Universidad Nacional Abierta y a Distancia (UNAD) & University of Lleida, Spain,

Master's Degree in User Experience Design (Double Degree), Medellín, Colombia / Lleida, Spain, 2022–2025

→ Universidad de San Buenaventura,

Bachelor's Degree in Industrial Design, Medellín, Colombia, 2019

Additional Education

- **Platzi,**
Front-End Developer Program, Online, Colombia, In Progress
 - **Future London Academy,**
Design Thinking & Innovation Week, London, UK, May 2024
 - **CertiProf,**
Business Model Canvas Essentials Professional Certification (BMCEPC™), Online, March 2024
 - **EAFIT University,**
Design Thinking & Innovation Symposium, Medellín, Colombia, 2014
 - **EAFIT University,**
Usability in the 21 century, Medellín, Colombia, 2012
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Volunteer Work

Interaction Design Foundation (IxDF), Colombia

- **Co-Local Leader - Medellín** **December 2025 - Now**

Co-lead the IxDF Medellín, activating the local design community through free talks and workshops while strengthening the foundation's visibility and connections within the ecosystem.

CEDEZO -Alcaldía de Medellín, Colombia

- **Graphic Designer** **June 2018 - November 2018**
Provided design and brand-building support for over 10 early-stage entrepreneurs, offering guidance in visual identity, social media presence, and packaging design to help emerging businesses communicate their value and grow with clarity and confidence.
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Skills

Product Design, UX Research, Experience Design, Phygital Design, Service Design, Product Strategy, Roadmapping, Experience Architecture, DesignOps, Vibe Coding, Rapid Prototyping, Human-Centered Design, Design Thinking, Journey Mapping, Service Blueprints, User Testing, Data-Informed Design, Cross-Functional Leadership, Team Mentorship & Coaching, Career Development, Stakeholder Management, B2B & B2B2C Products, Web Analytics, Scrum, Kanban, Agile UX, Jira, Notion, Figma, Maze, E-commerce Experiences, Workshop Facilitation, Public Speaking, Community Building.

Languages

Spanish, Native
English, B2+
