

NATALIE VARELA

UX/UI Designer

nataliev.1212@gmail.com | natalie-varela.com | linkedin.com/in/natalievarmar

SUMMARY

UX/UI Designer who takes AI-powered products from research and user flows through design systems and developer handoff. Designed a live AI support chatbot and contributed 75+ components to a Figma design library. UC San Diego Cognitive Science grad, bilingual in English and Spanish, and fluent in AI-assisted design workflows.

EDUCATION

University of California, San Diego

Jun 2024

Bachelor of Science, Cognitive Science — Specialization in Design & Interaction

- UCSD Catalyst Award for Entrepreneurship: 1 of 4 teams selected from 12 for the Jimoto startup project

EXPERIENCE

Hanger — Remote

Mar 2026 – Present

UX/UI Designer

- Designed SIMON, a live AI support chatbot, across 3 iterations and 17 screens, including offline and error states.
- Scoped SIMON to guided FAQs with the PM and engineers, keeping answers accurate within engineering capacity.
- Built human handoff, CSAT, and AI disclosure into the chatbot experience to keep support transparent.
- Contributed 75+ components with variants and variables to the Figma design library, built on HANGER tokens.
- Designed a 6-screen onboarding flow and admin analytics views for retention, funnels, and user segments.
- Produced 3 concepts in 1 day instead of 2 using Claude, ChatGPT, Gemini, and Figma AI.
- Handed off designs via Figma Dev Mode, annotated specs, and video walkthroughs.

Sea and Soil Collective — Remote

Dec 2025 – May 2026

Web Designer (Consultant)

- Redesigned a 6-page nonprofit website in Squarespace, from competitive analysis and information architecture to delivery.
- Built Figma wireframes and high-fidelity prototypes, refining concepts through multiple stakeholder review cycles.

Gabriel AI — Remote

Apr 2025 – Sep 2025

UX Designer

- Designed campaign creation flows that let users review AI-generated voicemail content before launch.
- Ran usability testing with 10 participants and iterated user flows and prototypes in Figma.
- Led a rebrand and brand guidelines (logo, color palette, type scale) using Figma, Canva, and Procreate.
- Created the Product Hunt launch listing, which ranked #9 Product of the Day with 125 upvotes.

UC San Diego Design Lab — La Jolla, CA

Mar 2023 – Jun 2023

Design Consultant

- Ran A/B tests and user interviews with 50+ participants, contributing to a 20% increase in user satisfaction.
- Designed wireframes and prototypes for a community health app; presented research findings to faculty and judges.

Smart Twigs Consultancy — Remote

Jul 2022 – Dec 2022

UX Design Intern

- Redesigned the information architecture and visuals of a mobile app's Events content.
- Partnered with design, marketing, and engineering teams to shorten the development cycle by 15%.

SKILLS

Design: User flows, wireframing, prototyping, design systems, information architecture, interaction design, conversational UX, responsive design, visual design, accessibility (WCAG)

Research: User interviews, usability testing, A/B testing, competitive analysis, journey mapping, research synthesis

Tools: Figma (Dev Mode, variables, components), Squarespace, Webflow, HTML/CSS, Adobe Creative Suite, Canva, Procreate, Jira, Miro

AI Tools: Claude, ChatGPT, Gemini, Figma AI

Languages: English and Spanish (bilingual)