Nicole Salazar

Product Designer · UX/UI · Front End Development

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SUMMARY

Product designer with 7+ years of experience turning complex problems into intuitive, visually refined digital experiences. Proven track record across e-commerce, SaaS, and consumer brands — from UX research and information architecture through high-fidelity design and launch. A rare hybrid who writes production HTML, CSS, and JavaScript, bridging design and engineering to ship faster and with greater precision.

EXPERIENCE

UX/UI Designer & Art Director   Feb 2019 – Present
Chat Agency

- Own end-to-end product design for a portfolio of clients including Kia, Puerto Rico Open, Island Finance, and ATH Movil — from discovery and UX research through wireframing, prototyping, and handoff.
- Designed and developed a deals and offers platform for ATH Movil — a Groupon-style web experience enabling users to browse and redeem promotions — alongside multiple marketing landing pages for the brand.
- Designed and art-directed web interfaces for landing pages and e-commerce sites across 6+ brands, ensuring consistency between design intent and final implementation.
- Led a full information architecture and UX overhaul of Island Finance, Melpro Group, and Sharelov, redefining navigation schemes and visual systems based on user research findings.
- Produced brand identities, motion graphics, and campaign creative for Puerto Rico Open, Brookfield, Sharelov, Kinder Bueno, ATH Movil, Evertec and Island Finance using Adobe Suite.

Product Designer & Front End Developer   Nov 2021 – June 2024
Dr. Harvey's

- Drove a complete product redesign — redefining the site's information architecture, visual language, and interaction patterns to better serve the brand's customer base.
- Designed and built an upsell feature from concept to production, increasing upsell revenue by 10%+ — handling UX strategy, UI design, and front end implementation end to end.
- Introduced Autoship functionality and upsell banners/popups, expanding the site's feature set and improving customer retention.
- Delivered UX solutions through wireframes, flow diagrams, site maps, and interactive prototypes; ran A/B tests on CTAs, page layouts, and landing page flows to validate decisions with data.
- Designed and delivered a blog experience for the site, establishing a content publishing system to drive organic SEO growth and increase site discoverability.
- Wrote semantic, accessible HTML, CSS, and JavaScript to implement designs with precision; built reusable component libraries to accelerate future development.
- Optimized site performance and ensured WCAG accessibility compliance across the product.

Product Designer & Front End Developer   Feb 2019 – 2020
Sharelov (via Chat Agency)

- Led end-to-end product design for Sharelov, a SaaS social media collaboration platform — owning the full redesign from UX research and information architecture through visual design and developer handoff.
- Redefined the site's content architecture and navigation scheme, improving usability and overall product experience.
- Acted as de facto product owner — managing project scope, interaction guidelines, and timelines in direct collaboration with the client.
- Ensured design accuracy through thorough developer QA, cross-checking implementation against design specs and providing continuous feedback.
- Continued to maintain and iterate on the product post-launch, overseeing routine updates and ongoing improvements.

Jr. Art Director Aug 2018 – Feb 2019

Buena Vibra Group

- Designed brand identities, campaign materials, and social content for high-profile clients including Bacardi, Uber, Bad Bunny, Wyndham Hotels, L'Oreal and Cricket..
- Led the visual rebrand of Casa Bacardi, developing a modern brand identity to strengthen market positioning and drive revenue growth.
- Produced creative work across a wide range of mediums — billboards, packaging, menus, digital, and social — maintaining brand cohesion across every touchpoint.
- Presented concepts and proposals directly to clients, translating brand goals into actionable creative strategies.

EDUCATION

Associate's Degree in Communication Design 2016 – 2018

Chavon Escuela de Diseño · Minor in Photography

Continuing Education

SuperHi

UX Design · UI Design · Visual Design & Branding · Advanced CSS & JavaScript · JavaScript for Designers · Digital Project Management · Ruby on Rails

SKILLS

Product Design	UX Research, Information Architecture, Wireframing, Prototyping, Interaction Design, Design Systems
Visual Design	Figma, Adobe XD, Photoshop, Illustrator, After Effects, InVision, Art Direction
Front End	HTML, HAML, CSS, Sass, JavaScript, Ruby on Rails, Responsive Design, Accessibility (WCAG), Performance Optimization
Process	A/B Testing, Cross-functional Collaboration, Developer Handoff, Project Management
Languages	Spanish (Native), English (Fluent)