Nathalia Miki

Product Designer – UX · UI · Research · Front-End Literacy

Currently working as a UX/UI Designer at POWR, I weave marketing insight, AI-driven research rigor, and rapid-prototyping craft to turn complex ideas into intuitive, user-centered products that push company goals forward.

Experience

POWR
Product Designer
Feb 2022 – Present

- Shape AI-powered workflows for POWR's form, popup, and marketing tools— turning complex features into clear, approachable interfaces.
- Build and maintain a cross-platform design system (Tailwind / Shadcn) that keeps the UI consistent and accelerates new-feature delivery.
- Design platform-native UIs for Shopify, Wix, Square Online, BigCommerce, Weebly, Squarespace, Webflow, and other site-builder ecosystems.
- Prototype rapidly in Figma, Webflow, and Framer, partnering with engineers to ensure pixel-perfect, responsive behaviour across all partner platforms.
- Create marketing promo materials & landing pages that align with each platform's guidelines and drive user acquisition.
- Integrate with Strapi (headless CMS) to structure content models and localization pipelines powering dynamic templates and in-app guides.
- Blend marketing insight with UX research to ground design decisions in real user needs while supporting product-growth objectives.
- Facilitate design critiques and stakeholder reviews, converting feedback into actionable iterations without losing sight of business goals.

SoftWrap
UX/UI Designer
2022

- Produced wireframes, user flows, and interactive prototypes for a B2B SaaS dashboard.

AkzoNobel
Marketing Intelligence Assistant
2013 – 2017

- Ran customer-satisfaction and brand-awareness studies (~1,500 respondents) and distilled insights into a three-year paint-category roadmap presented to C-suite stakeholders.

Education

Fanshawe College, Canada
Interactive Media Design Diploma
2018 – 2019

Details

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Portfolio
nathaliamiki.com

LinkedIn
www.linkedin.com/ in/nathaliamiki/

Skills

Figma / FigJam

Design Systems (Shadcn / Tailwind)

Webflow / Framer

HTML & CSS (Tailwind)

UX Research & Testing (Maze / Lookback)

Analytics & Heatmaps (Hotjar / PostHog)

No-Code Automation (Bubble / Make)

JavaScript / TypeScript basics