

Product designer / healthcare / complex digital products

Mendoza, Argentina · Remote
salvatierra.agency@gmail.com
salvatierra.design
+54 261 513 6639

Eduardo Salvatierra

Senior Product Designer

I design healthcare product ecosystems, patient platforms, kiosks, TV interfaces, benefits products, and design systems that help people understand what to do next.

Selected impact

+431%

pre-registration growth

+65%

digital check-in adoption

5 awards

2025 digital health recognition

Baptist Health digital ecosystem project results; recognition includes DANDA Platinum and Silver awards, plus a Digital Health Bronze award.

Experience

Senior Product Designer

Baptist Health · 2025–Present

- Shape design consistency across patient-facing digital products, collaborating with product, research, engineering, and accessibility partners.
- Design patient-access journeys across mobile and responsive web, including appointments, records, check-in, telehealth, and consent management.
- Contribute to validation, design-system evolution, and patient onboarding across complex healthcare workflows.

Senior Product Designer / Principal Product Designer

110 Theory for Baptist Health · 2022–2025

- Led and contributed to web, mobile, and connected-care experiences, including a hospital-room television platform.
- Partnered with product and research teams to turn requirements into testable flows, prototypes, and implementation-ready UI.
- Maintained component-library and style-guide consistency while addressing design-to-development gaps.

UI/UX Designer

Vive Benefits · 2021–2022

- Created wireframes, prototypes, layouts, and interface standards for web, mobile, and desktop benefit-product experiences.
- Worked with engineering to translate design concepts into implementation-ready UI and consistent product patterns.

Capabilities

Product design Complex workflows, service design, information architecture, and interaction design.	Systems at scale Design systems, accessibility, responsive products, and multi-device experiences.
AI-assisted delivery Research synthesis, rapid concepting, prototypes, and developer handoff with AI workflows.	Visual craft Graphic design, brand systems, 3D exploration, animation, and motion.

Earlier experience

Senior Graphic Designer & UI/UX Designer · Linkcard · 2020

Designed user templates for a mobile one-page builder; created video tutorials, advertising campaigns, and blog content.

Visual and graphic design roles · 2010–2020

Union Wines CL · Viña Maipú Winery · CICUM · Señal U – TV · Adhepel · Osirix

Produced packaging, wine labels, print campaigns, editorial work, television graphics, advertising, and brand materials across print, web, and social media.

Education & selected development

Industrial Design degree, specialization in Graphic Design

Universidad Nacional de Cuyo · Mendoza, Argentina

Culture-Based UX Writing — Dr. Katharina Grimm (2025) · Accessibility for UX Designers, WCAG 2.2 — Liz Brown (2024) · AI Workshop for Designers / Figma tools (2024) · Service Design: User Experience Innovation (2022) · UI/UX Design and Advanced UI/UX Design (2021)

Recognition & languages

Baptist Health PineApp · 2025 DANDA: Platinum Mobile Application, Patient Portal, and Mobile Website; Silver Responsive Design. Digital Health Awards: Bronze Patient Portal.	Languages Spanish — Native English — Fluent
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Professional foundation

Industrial design and graphic design background, with experience across branding, packaging, editorial, visual identity, 3D, advertising, and digital products. This foundation supports a product practice focused on clarity, accessibility, and craft.