MAYTHANA PAQUETE

Innovation Designer and Strategist

Contact

maythana.paquete@gmail.com
(240) 614 0056
Portfolio: maythana.com
Password: beyonce2021

Experience

Innovation Designer, IBM,
July 2021 - May 2024

- Facilitated co-creation workshops with banking and insurance executives, technical, and business stakeholders, guiding teams through ideation, solution discovery, and scoping phases to deliver tailored MVPs showcasing IBM's AI, data, and cloud capabilities.
- Led customer engagement and design strategy for a syndicated loan automation project, estimated to save over 25,000 worker hours and $900,000 annually.
- Conducted 12 account planning strategy workshops with 30+ IBM sellers and tech specialists, aligning on client goals and crafting over 40 customized IBM solutions to fit client needs. These tailored solutions empowered sellers to better engage clients, strengthening client alignment with IBM offerings.
- Developed prototypes and technical flows for generative AI, mainframe/app modernization, business automation, customer care, and cost optimization projects.
- Contributed to IBM's design community by managing an intern and organizing collaborative knowledge-sharing sessions. Led team-building initiatives within the Financial Services Design Community, fostering a supportive environment and strengthening team dynamics.

Product Designer, Scene Health (formerly emocha Health)
Nov 2018 – June 2021

- Led the design and development of mobile and web applications for providers, care teams and patients, spanning a number of varying user demographics and disease states aimed at improving patient engagement and medication adherence.
- Designed and led requirements gathering for a research-focused mobile and web application used by Baltimore City Health Department field health workers and HIV patients, improving real-time data access and patient engagement for study purposes.
- Collaborated with cross-functional teams—including developers, healthcare professionals, and product managers— to create feature requirements, prototypes, and workflows, including patient onboarding and patient/provider messaging.
- Conducted user research and testing to gain insights into patient and provider pain points, translating findings into actionable design decisions that improved usability and engagement.

Healthcare Design Innovation Fellow, Medstar Health
Sept 2015 – Sept 2016

- Participated in highly selective fellowship (2% acceptance rate) for young health innovators to co-found WellRooted: a meal-delivery and nutrition education service for patients with type 2 diabetes
- Worked with MedStar clinicians to implement new service in largest healthcare system in DC-Maryland region, serving as User Experience lead for team
- Applied human-centered design and lean startup methodologies to build, test, and execute and 3 novel ideas for health education and promotion among patients with type 2 diabetes
- Developed and executed a 40 patient pilot at 2 hospitals to test patient and clinician engagement with WellRooted, including content creation, health education strategy, and and design & development of online and print materials.

Education

New York University
Tisch School Of The Arts
M.P.S Interactive Telecommunications
Sept 2025 - May 2027 (Expected)

DesignLab
UX Academy
Jan 2017 - Aug 2017

University of Maryland
School of Public Health
B.S. Behavioral and Community Health
Sept 2008 - May 2012

Skills

Design & Innovation

- Human-Centered Design
- Design Thinking
- Innovation Strategy
- Product Design
- User Experience (UX) Design
- Strategic Problem-Solving
- Systems Thinking
- Creative Technology
- Digital Prototyping
- Interface Design
- Interaction Design
- Visual Design
- Generative AI

Collaboration & Project Management

- Project Leadership
- Workshop Facilitation
- Stakeholder Engagement
- Agile Methodologies

Software & Tools

- Figma
- Miro/Mural
- Sketch
- Basic Coding Skills (HTML/CSS, JavaScript)
- Microsoft Suite
- Adobe Suite

Additional Experience

Design Advisor, Sora Schools
May 2021 - Jan 2022
- Guided cohort of middle and high school students in reviewing design projects, providing feedback, supporting their self-driven goals, and delivering foundational design education.

Brand Designer, Onboard Health
Apr 2018 - June 2020
- Developed brand identity, ensuring visual consistency across materials.

User Researcher Consultant, CaregiverJobs Now
Apr 2018 - Sept 2018
- Designed and conducted ux research including user interviews, contextual inquiry, survey development, and usability testing to make strategic recommendations understand user needs and hopes. Synthesized design research to develop recommendations.

Associate Education Designer, Education Design Lab
Oct 2016 - April 2018
- Developed design thinking workshops for students and university administrators
- Redesigned website and created educational visuals

Research Analyst, National Academy for State Health Policy
Dec 2014 - Sept 2015
- Conducted qualitative and quantitative analysis for six priority states, supporting senior staff with reports and events on state health reform and innovation, while facilitating state-to-state learning on emerging trends.

Research Assistant, GWU Department of Health Policy
Mar 2014 - Sept 2014
- Researched and collected data on state Medicaid payment policies, verified information with state officials, maintained an Excel tracking system, and contributed to drafting a comprehensive payment policy report for clients.

Project Support Intern, Kaiser Permanente
Oct 2012 - Jan 2014
- Created Medicaid e-learning for 1,000+ physicians; coordinated new physician mentoring and training logistics.

Feedback & Appreciation

"Maythana has transitioned into a courageous designer who can go beyond what is asked of her from the client perspective and from teammates. She is diligent, a hard worker, and will take the initiative to ask the important questions from project leads and the client.
There are a couple of things she should has found great success with and should continue to do:
- When she needs assistance or direction she has the humility to ask for help, which is a trait not always found in new designers.
- Maythana has shown great dedication to her clients and team, which is evident in her thoroughness of learning the technical processes behind what is being solved.

It was a pleasure to coach someone who is enthusiastic about being a designer, a facilitator, and someone who genuinely wants to be part of this organization"
-Sr. Lead UX Designer & Coach, IBM

"Maythana continuously contributed to positive team culture, and many opportunities and projects, kept expanding her capabilities and experiences. She also led multiple Red Hat strategy workshops for App Modernization initiatives and participated in the successful [banking client name] Hackathon, and gathered much appreciation and recognition all around. She is always trustworthy, willing to help and support with great personality and professionalism, people always love to work with her and value her with respect."
-Client Engineering Manager, IBM

"Hi Maythana! I wanted to show my appreciation for everything you've done for me throughout my internship. I've learned so much and this is an experience I'll never forget. Thank you so much for being my mentor for the past few months."
-Design Intern, IBM

Credentials

Link to online credentials: https://www.credly.com/users/maythana-paquete.ea02f9bf

Design and Innovation
Advanced training in Enterprise Design Thinking, IBM Garage methodology, and Patterns Next Level (managerial leadership for senior designers)

AI and Machine Learning
Knowledge in generative AI, and machine learning applications for business use cases and insights.

Business Automation and Security
Demonstrated knowledge in automation, data security, and digital transformation.

Project Management & Collaboration
Proficient in Agile Project Management, virtual collaboration, and business framing techniques for effective remote and in-person engagements

Global Sales School

Volunteer Experiences

Advancing Minorities' Interest in Engineering Design Challenge
Design Thinking Facilitator
2024

The Reading Partners Baltimore
Volunteer Tutor
2022

D.C. Service Jam
Volunteer Organizer
2018

Health Leads
DC Children's Hospital Volunteer
2012