

## About me

Industrial designer, focused on leading strategies that takes the most from people and technology to **solve problems and take opportunities through human centered design.**

I lead strategies to set business and product goals, understand user needs, and create wireframes/prototypes at all levels of fidelity. **I am skilled in catalyzing resources to validate hypotheses and collaborating with development teams to produce high-quality, desirable, and viable digital products.**

## Skills & tools

### Hardskills

Information Architecture

Problem and opportunity framing

User interface design

User experience research

Wireframing & prototyping

Digital product strategy

Responsive design

Usability testing

## Experience

### • Mercado Libre / Ssr User Experience Designer

*(Jun 2021 - May 2023) 2 years*

*Working for Brazil, Mexico, Argentina, Colombia, Chile.*

Mercado Libre is the **largest company and marketplace on Latam**, working for democratize commerce and payments.

- Redesign & iteration for e-commerce sitebuilder
- Strategy & design for e-commerce template system
- Feature design for custom e-mail marketing automations
- Feature design for self-service client database management
- Lego Serious Play workshop for corporate culture strengthen inside the team

### • AB-InBev / SSr User Experience Designer

*(Dic 2019 - May 2022) 1 year and 6 months*

*Working with England, Mexico, Colombia, Peru, Ecuador.*

AB-InBev is the **largest beer company in the world**, I worked for improve engagement as in employees as in clients.

- Design for delivery and on-site platform for ABI restaurant clients, through covid-19 quarantine to adapt on governments regulations
- Design for inner platform to manage employee experience: Benefits, culture, compensation
- Design for inner platform for organization management and personnel administration
- Design for platform to manage corporate-syndical processes

## Softkills

Assertive communication

Storytelling and pitching

Team player

Empathy

Leadership and proactivity

Group management and workshops

## Technical skills

Figma

Webflow

Html & CSS foundations

Maze

Notion

Adobe Illustrator & Photoshop

Optimal workshop

Mural - Miro - Figjam

## Language

Spanish - Native

English - Professional working proeficiency

Italian - Basic

## ● Independent Consultant / User Experience & Digital Business

*(2017 - Current) 3 years and 6 months*

*Working with local business in Colombia*

- Concept and design A/B testing experiments for e-commerce
- Website design for Latam food design network Argentina and Bolivia meetings
- Website design for local business in Colombia
- Service design and Lego Serious Play Workshop for aesthetic clinic
- Lego Serious Play workshop for district program “ciempiés”

## Education

### ● Industrial Designer

Bachelor of Arts in Industrial Design by National University of Colombia | *(Feb 2014 - Dec 2019)*

## Courses and certifications

### ● Design Leadership

By Echos Desirable Futures Lab | *(Oct 2021)*

### ● Facilitating and designing workshops with the Lego Serious Play method

By Association of Master Trainers | *(Oct 2020)*

### ● Scrum foundations professional certificate

By Certiprof | *(Jul 2020)*

### ● Globant Design Center

By Globant | *(Sep 2019)*

### ● Html & CSS foundations

Coreditec | *(Sep 2016)*

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