

Lucia Delgado

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Summary

I'm a **Service Designer** with experience shaping new propositions in regulated financial and insurance services. I specialise in designing **end-to-end experiences** from discovery to delivery, with a customer-centric lens and proven impact on business outcomes.

Experience

Veygo / Service Designer

DEC 2022 - PRESENT | London, UK

InsurTech company, innovating in car insurance for young drivers.

- Designed services in a highly regulated insurance environment, ensuring compliance while improving customer experience.
- Led the design and delivery of the UK's first hybrid policy. From concept testing to high-fidelity prototypes (4 engineers, PM, QA, Growth).
- Created service blueprint merging backstage and frontstage, to onboard customer care.
- Increased quote conversion by 10% through quote journey improvements.
- Reduced churn by 3% by designing and delivering a grace period feature.
- Facilitated workshops with developers, growth and design teams.
- Influenced strategy at C-level by presenting service lifecycle maps, adopted as 2024 roadmap input
- Contributed to a user-centred culture by leading workshops such as *Introduction to Service Design* and monthly *Product & Design Community Sessions*.

Admiral Pioneer / Junior Service Designer

FEB 2022 - DEC 2022 | London, UK

Subsidiary of Admiral Group (FS10), innovation hub to diversify their portfolio.

- Co-created a health pilot service for people transitioning the menopause, working with healthcare experts and users to ensure inclusivity.
- Conducted qualitative and quantitative research (interviews, surveys, co-creation workshops) to shape the MVP proposition.
- Produced journey maps, service blueprints, and prototypes, tested iteratively with stakeholders to refine the service model.

Freelance / Digital Designer & Researcher

APR 2018 - JUN 2022 | Buenos Aires, Argentina & Montevideo, Uruguay

- Led two governmental campaigns in collaboration with INAU Uruguay.
- Branding & visual identity for food, fashion, hospitality, and health clients.

Septimo 45 / Founder

JUN 2018 - SEP 2020 | Buenos Aires, Argentina

Design studio focused on preserving Latin American craft.

- Facilitated 35 workshops in 7 cultural centres, engaging 150 participants.
- Designed digital assets, and managed partnerships with cultural centres.

Education

[Kingston University, UK](#) / MA (Hons) Sustainable Design

2020 -2021

Focus: Service Design & Social Innovation. Dissertation: *Sustainable eating and gender.*

[FADU, Uruguay](#) / BA (Hons) Textile & Fashion Design

2011 -2017

Dissertation: *Acoustic panels from textile waste & bio-plastic.*

Certifications

[IDEO U](#) / Designing a business (2023)

[IDEO U](#) / Human Centres Service Design (2022)

Tools & Languages

[UX/UI](#) / Figma, Webflow, Confluence, DevOps

[Research](#) / UserZoom, Maze, Optimizely, Miro, Typreform

[Digital Design](#) / Adobe Illustrator, InDesign, Photoshop

[Languages](#) / Spanish (Native), English (Fluent), Portuguese (Beginner)