



Adela Ordoñez

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ABOUT ME

I am an experienced design leader with over a decade of experience in delivering products and services. I started my career in service and visual design and organically moved into product & leadership roles.

Today, I've wrapped up a four-year tenure as Head of Experience Design & User Insights at ZALORA group, Southeast Asia's leading fashion & lifestyle e-commerce platform. I've led cross-functional teams of designers & researchers. I'm fluent in German, English, & Spanish. I have just relocated back to EU for family reasons and am looking for my next challenge.

EDUCATION

Masters in Strategic Design at Politecnico di Milano, October 2015-December 2016 |

Master's Degree with focus on Service + Strategic design

Bachelor's Degree in Design, Universidad VERITAS, Costa Rica

October 2010- Jan 2014 |

Major in Design, focus on User Experience and Visual Design

Studies in Art Direction for Visual Communication at Savannah College of Art and Design, USA October 2012-2013

| Focus on Integrated Design & Visual Communications Design

EXPERIENCE

March 2022 - Present: Head of Product Design: User Experience & User Research. ZALORA Group, Singapore

- At Zalora, I got to lead a talented design team across Singapore, Malaysia & Sydney. I reported directly to the CTO and worked daily with the management level. I led both Consumer and B2B experience design teams.
- Recent notable projects include: Rolling out a new loyalty program with a 110% user base growth in the first six months, a full app redesign (contributing to a 3 point NPS increase in the last year) & rolling out a suite of B2B products (four) for our seller and logistics ecosystem.
- Scaled up the team from 2 to 8 designers + 2 researchers and built up a B2B design practice from zero.
- Revamped the Cart & post-purchase experience, ensuing in 17% decrease in order cancellation rates on iOS & 11.04% on Android in 2024.
- In 2023, built up and Rolled out company wide user insights sharing, service design and design co-creation practice across the organisation to help increase our user-centricity.

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SOFT SKILLS

- Over **5+ years** hands on experience in **product leadership** roles.
- Experience in mentoring & coaching junior designers
- Extensive experience in working closely with broad range of stakeholders from engineers to C-Suite
- Years of hands-on experience with **sales, estimations, project planning, prioritisation** and presenting design work to large (usually non-designer) audiences.

LANGUAGES

- Spanish (Native)
- English (Native)
- German (Professional/C1)

EXPERIENCE (PART TWO)

October 2019 - March 2022: Head of Design & Strategy, PALO IT, Singapore

- Led a team of 20 designers, successfully delivering multiple projects (concepts, MVPs, rollouts etc) across industries, for large clients like Digital Bank Singapore, Manulife, Deutsche Bank, and GovTech Singapore, spanning insurance, crypto, government, and healthcare in SEA.
- Supported startups with part time design leadership support, and oversaw the launch & rollout of several apps from early stage, including a Mental Health platform and a Crypto wallet in Hong Kong.

June 2017 - Sept 2019: Service Design Lead, IDEAN Berlin

- Led a team of 3 designers in Berlin, in the launch of digital products and solutions for both B2B and B2C on financial services, mobility & other industries.
- Collaborated with C-suite executives on identifying new innovation opportunities & roadmaps to facilitate innovation.

TOOLKIT

Figma
MIRO, Figjam

INDUSTRIES

E-commerce | Fashion
Financial Services
Automotive & Mobility

SKILLS

Product Vision
User Research
Rapid Prototyping
Storytelling
Prioritization
Product Design
Facilitation & Co-creation
Visual Design