

## About me

I'm a Design Consultant focused on UX and Service Design. I've worked on design strategy and innovation projects for clients such as BBVA, Facebook, Microsoft, Uber, among others by helping them design solutions for the growth and transformation of their businesses through a human-centered approach.

With a foundation in Design Thinking and qualitative user research my experience goes from value proposition design and conceptualization of products and services to the definition of the experience strategy.

## Experience

**Fjord (Accenture Interactive)** ← Mexico City

**Service & Interaction Design Sr. Analyst** [Feb 2017 - Present]

- Helped a microfinance bank understand why they were having a lot of employee resignations and how that was affecting the customer experience and the company's culture.
- Advised one of the biggest pawn companies in Mexico to extend their product portfolio through a user centric approach and co-created a home equity product with a more flexible risk model for "semi-formal" SMBs.
- Helped one of the top 10 fintechs in Mexico develop a digital debit product to massify their credit offering for small and medium businesses, from the value proposition to the definition of the main features.
- Advised one of the biggest tech companies to understand the SMBs in Mexico to cater to their needs and become a strategic partner for them in terms of tech adoption.

**Rappi** ← Mexico City

**Digital Designer** [Nov 2016 - Feb 2017]

Worked in the design content of the app for Latin America, from the development of promotional campaigns, to the creation of spaces for brands such as Nestlé, Jack Daniels, Starbucks, among others.

**Apple** ← Mexico City

**Apple Campus Rep (internship)** [Jan 2015 - Jun 2015]

Worked as part of Apple's education and marketing team, my role there was to develop workshops and talks to students and teachers about how they can take advantage of Apple's technology to increase their school and work productivity.

## Education

**Universidad del Valle de México**

BFA, Graphic Design [2016]

## Languages

Spanish ————— Native

English ————— Fluent

## Design Skillset

- User Centered Design
- Value Proposition Design
- Concept Design
- Qualitative User Research
- Experience Strategy
- User Interface Design
- Rapid Prototyping