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Work History

RappiPay

Mar 2022 - Oct 2023

Remote - Lima, Perú

Rappi has emerged as an important app in Latin America (MX,CO,PE,CH,BR). Providing food and product delivery, financial services, retail & travel. At RappiPay team, we managed the user experience for the RappiCard, the surperapp's financial product.

■ **DesignOps Squad** Jan 2023

- Implementing and tracking Design Ops initiatives. | **Processes:** Design Team Way of Work, Product and Technology Team Workflow. | **People:** Design Career path and Skills mapping. | **Tools:** Content repositories, internal Toolkits, frameworks and sizing of initiatives and projects.

■ **Product Designer** Mar 2022

- Design features in different moments of the RappiCard experience, including payment methods, collections, onboarding, home and wallet, and card basics as transfers and money withdraw.
- Collaboration with stakeholders and technology teams to conceptualize and define projects that connect company goals with market demands.
- Wireframes are designed in Figma at low and high resolutions utilizing the RappiPay Design System. Handoff from the development team to Design Quality Assurance.

Auna Clinics

Jan 2021 - Jan 2022

Remote - Lima, Perú

At the Innovation team of Auna Clinics, a group of healthcare & wellness stablishments in Peru; I had the great challenge of designing and building experiences for the Laboratory tribe.

■ **Product Designer** Sep 2021

- As the demand for digital products in the healthcare industry grew due to the pandemic the UX Designer role evolved along with the team and we started working as Product designers.
- Include business metrics in our reports and design results, analyze improvements to incentivize conversion and map interactions.

■ **UX Designer** Jan 2021

- In a pandemic context it was very important to offer an efficient lab scheduling experience in both the app and the web platform. Also we worked in the features related with lab tests and results inside the Auna App.
- The team consisted of a UX researcher and a service designer, UX and UI designers and UX copywriters. My main responsibility was the conceptualization of the experience, considering input from service design and research and also user validation.
- Processes such as the visualization of available tests, preparation for sample collection and scheduling were digitalized

Interbank

Sep 2019 - Ene 2021

Hybrid - Lima, Perú

Interbank is one of the 4 largest banks in Peru offering financial services to individuals, entrepreneurs and companies. I was part of the Digital Transformation team of Corporate Banking.

UX UI Designer

- I was part of Financial Products tribe. The UX UI team was responsible for the development of Interbank's new Business Online Banking for companies, we sought to redesign the existing platform in order to meet the needs of users and also to improve the quality of financial service and experience.
- During the first stage of the pandemic, we worked on financing solutions for small businesses and digital advisory services for entrepreneurs.

Education

Sep 2023 - Present

Potsdam, Germany

MA Innovation Design Management

University of Applied Sciences of Europe - Master's degree (1 year)

Mar 2012 - Jul 2018

Lima, Perú

Bachelor in Industrial Design

Pontificia Universidad Católica del Perú - Art & Design Faculty

Skills

Design Operations (learning)

Design team tools
Design process systematization
Way of work mapping

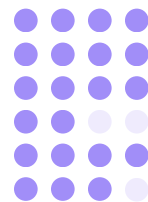
Design Process

Lean UX Design
Human Centered Design
User Research
Behavioral Design
Experience & Interaction Design
Service Blueprint
User flows
Wireframing
Prototyping
A/B testing
Remote testing
Mockups
Development Handoff

Software

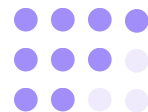
Digital product design

Figma
Sketch
Maze
Marvel
Zeplin
Builders (Wix, Wordpress)



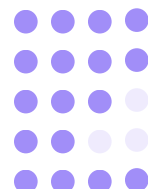
Adobe Creative Suite

Adobe Illustrator
Adobe Photoshop
Adobe Premiere



3D Design

Rhinoceros
Autodesk AutoCAD
Autodesk Inventor
Autodesk Fusion 360
Keyshot



Languages

Spanish
(Native)



English
(Advanced - B2)

