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PROFILE

I'm a service and strategic designer from Chile. My biggest passion is working alongside communities in ways that empower people and foster their participation. I believe being a good strategic designer means thinking systematically and locally, strategizing creatively and bringing empathy to every step of the journey. I care about integrating teams with diverse perspectives and disciplines.

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EDUCATION

The New School, Parsons School of Design, School of Design Strategies

August 2016 – May 2018
MFA Transdisciplinary Design

Pontificia Universidad Católica de Chile

August 2009 – August 2014
B.A. in Strategic Design

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LANGUAGES & APPLICATIONS

English (fluent), Spanish (native)

Design thinking, qualitative user research, communication design, information design, editorial design, wayfinding.

Illustrator, Photoshop, InDesign, Premiere Pro, Keynote, SketchUp, MailChimp.

EXPERIENCE

Graphic Design & Communications Internship - Human Resources, UN Women – New York, NY

January 2019 – present

- Developed creative projects using project management approach (event between interns and the Executive Director, campaign to promote the Performance Management and Development assessment)
- Provided graphic design supports to products and promotions for HR and Youth Council
- Co-created working group Knowledge Management and Communications at the Youth Council
- Developed and maintained relationships and coordinated with team members across teams

Associate Consultant - Equity at Work, ILR Cornell – New York, NY

January 2019 – present

- Guided framing for Strategic Planning, with focus on gender, race and sexual harassment
- Designed and conducted exploratory and working sessions
- Analyzed qualitative data (patterns) to inform the strategic plan process
- Conducted desk research on business models

Design researcher - CoLab – New York, NY

[CoLab is a decentralized, transnational tech worker co-operative]

February 2019

- Facilitated a user testing workshop using design thinking approach
- Prepared and synthesized follow-up report

Experience Design Manager - Social Movements + Innovation, The New School – New York, NY

September 2018 – January 2019

- Lead designer of virtual and in-person community experiences (around 140 participants total)
- Provided strategic design support to the user experience to the virtual and in person workshops
- Analyzed and synthesized qualitative data
- Designed the final report

Design Manager - Consultora Dr. Marín – Santiago, Chile

[Consultora Dr. Marín supports companies around occupational health and corporate wellbeing]

March 2016 – December 2018

- Provided graphic design support for the quarter magazine, brochures, stationery and presentation templates
- Designed and managed the Monthly Newsletter

Research Assistant The New School, Media Studies (Prof. Nitin Sawhney) – New York, NY

January 2018 – June 2018

- Developed a standardized coding key for PAR papers analysis
- Assisted students with class projects

Project Manager & Partner - Colabora Salud (Collaborative Health) – Santiago, Chile

December 2015 – March 2017

- Planned and defined the scope of projects and resources needed
- Managed and coordinated the trainings for the School for Social Leaders. Developed and maintained partnerships relationships and coordinated with team members across teams. Taught educational tools in co-creative workshops and activities about prevention of hypertension. Partners: Fundación Chilena de Hipertensión, Laboratorios Chile
- Managed systematization, analysis, proposals and deliverables of collected data for a ethnographic research. Partner: Laboratorios Chile
- Facilitated workshops for public health workers and civil servants using design thinking tools with a intersectional focus. Partners: Family Health Center Litueche

<p>SKILLS</p> <p>Proficient in service design practices</p> <p>Adept in project management</p> <p>Qualitative and design-led researcher</p> <p>System-oriented thinker to social innovation</p> <p>Competent in community-based design</p> <p>Community experience facilitator</p> <p>Adobe Suite Maven</p> <p>.....</p>	<p>Information Design Strategist, Minga - Exequiel González Cortés Pediatric Hospital – Santiago, Chile</p> <p><i>September 2014 – August 2016</i></p> <ul style="list-style-type: none"> – Developed and managed the first phase of the co- design of the 17 environmental graphics with hospital communities – Led, designed and managed the Signage System project for the new hospital
<p>RECOGNITION</p> <p>The Dean's Merit Scholarship The New School <i>Academic year 2016 – 2018</i></p> <p>Scholarship for Master Abroad Becas Chile CONICYT <i>Academic year 2016 – 2018</i></p> <p>Starr Summer Travel Research Grants India China Institute The New School <i>May 2017 – August 2017</i></p> <p>Winning team in Hack Health The New School in partnership with Cognizant <i>October 2016</i></p>	<p>FEATURED PROJECTS</p> <p>Sexual Health Education for Latinx Parents - Parsons at The New School – New York, NY <i>August 2017 – May 2018</i></p> <ul style="list-style-type: none"> – Created a sexual health advocacy game to foster conversations between parents and caregivers, when facing these issues with children ages 0 to 5 – Conducted qualitative and quantitative research about sexual health education (U.S. and worldwide) – Conducted research with Latinx parents and caregivers (total of 111 participants) <p>Service design in public hospitals - Pontifical Catholic University of Chile – Santiago, Chile <i>August 2013 – August 2014</i></p> <ul style="list-style-type: none"> – Conducted qualitative and quantitative research in the process of the Sampling Unit (navigation system and experience of the journey) – Improved touchpoints between the service of Sampling Unit and the patients through graphics, instructional design and materials <p>Poetics of dying – Healthcare Studio, Parsons at The New School – New York, NY <i>August 2017 – August 2018</i></p> <ul style="list-style-type: none"> – Conducted qualitative research (participants workshops, video ethnography focus groups, wheel of reasoning) – Managed rapid prototyping for intervention points – Designed functional prototype for transcribing, analyzing and coding language around care and hope <p>Advocacy Kit – Healthcare Studio, Parsons at The New School – New York, NY <i>August 2016 – December 2016</i></p> <ul style="list-style-type: none"> – Conducted qualitative research about the journey of terminal patients and end of life in the U.S. from the healthcare and economics perspective – Managed rapid prototyping for intervention points – Designed functional prototype of the toolkit, with instructions, notes, prompt cards and empathy map <p>.....</p>
	<p>RESEARCH</p> <p>Research Assistant The New School, Media Studies (Prof. Nitin Sawhney) – New York, NY <i>January 2018 – June 2018</i></p> <ul style="list-style-type: none"> – Developed a standardized coding key for PAR papers analysis – Assisted students with class projects <p>Qualitative Research “Perception of Gender Equality and its Impact on Women's Health” – New Delhi, India <i>May 2017 – August 2017</i></p> <ul style="list-style-type: none"> – Developed and conducted workshops with different communities of women, using design tools. <p>.....</p>
	<p>FACILITATION</p> <p>Design thinking and collaborative planning Design researcher - CoLab – New York, NY <i>February 2019</i></p> <ul style="list-style-type: none"> – Facilitated user testing workshop – Prepared and synthesis follow-up report

Training Course Social Managers for functionaries of the Regional Ministerial Secretary of Health

November 2015

- Coordinated, manage and executed 2-days training course.
- Responsible for grading the assignments and final project.

Teacher Asistant, Training Course Social Managers in the community

October 2015– November 2015

- Coordinated the 5 weeks training course.
- Responsible for grading the assignments and final project.

Wayfinding

Teacher of Wayfinding class, Minga

June 2015

- Organized and gave a class of Wayfinding for students from the municipality of El Bosque, Santiago.

Teacher of Wayfinding class, Information Design

May 2015

- Organized and gave a class of Wayfinding for the course of Information Design, Design Faculty.

Academia

Teacher Assistant (Interaction Studio and Information Design), Pontificia Universidad Católica de Chile

March 2014 – July 2015

- Attended and participated in all classes.
- Responsible for grading tests, maintained records of grades, coordinated and communicated with students.



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