Lucia Jaramillo

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EDUCATION

New York, USA

PARSONS SCHOOL OF DESIGN - THE NEW SCHOOL
Admitted to the Master of Science degree in Strategic Design and Management - In Progress   08/2022
- Awarded a merit based scholarship

Bogota, Colombia

UNIVERSIDAD DE LOS ANDES
Bachelor of Science in Psychology with minor in Management; GPA 4.41/5.0   07/2017
- Selected as teacher assistant for the courses "Management skills workshop" and "Tools for university life".
- Thesis: 'Psychological factors associated with the use of the bicycle in students of the U. de los Andes'; 4.76 / 5.0

WORK EXPERIENCE

HUNTY   Remote
Latinamerican tech-based startup that facilitates the job search process for people and businesses
Service & Business Designer   02/2022 to 07/2022
- Designed, scoped, and ran user research to gather qualitative and quantitative information to help the company better understand challenges and opportunities to achieve product-market fit
- Created a product roadmap, customer journey, service blueprint, and customer personas to turn relevant insights into actionable decisions and tasks for the Product, Marketing and Operation teams
- Proposed a long-term product strategy to pivot Hunty's business model into a profiling software for the different stages of the recruitment process, prioritizing user-centric features and scalability

POLYMATH VENTURES   Bogota, Colombia
Venture studio that fuses business and design-thinking to create and scale companies
Service Designer   09/2020 to 01/2022
- Contributed to a multidisciplinary and multicultural team of entrepreneurs and investors elaborating the company's first joint venture; delivering +8 different business concepts of potential ventures in the retail segment
- Managed the development of the MVP with Design Thinking and Lean Startup frameworks aiming for novelty, disruption, and feasibility to ensure a match between an underserved market and a product 10x better than the alternatives
- Led product and brand development efforts for the early stage venture throughout the PMF phase; supervised the product team; identified bottlenecks in the user experience and made data driven decisions for optimization

HAPTICA   Bogota, Colombia
Service design consultancy leading innovation processes through human-centered design
Research Analyst   02/2019 to 09/2020
- Consulted for finance, social security, healthcare and NGO's using Human Centered design research techniques to identify services' bottlenecks and users' pain points to provide innovation opportunities
- Proposed measurement instruments; developed semi-structured interviews; analyzed users' profiles and performed different research techniques with internal and external stakeholders of the companies
- Systematized information, supervised the design teams developing prototypes and designed touchpoints using Adobe Illustrator, InDesign and Photoshop

DAVIVIENDA   Bogota, Colombia
One of the main financial institutions in Colombia, with presence in Latin and Central America
Corporate Social Responsibility Professional   01/2017 to 02/2019
- Proposed a circular economy project to reduce the environmental impact of the uniforms provided to 13,000 employees annually; presented initiative to senior management including Chief Marketing and Innovation Officers
- Appointed to formulate Davivienda's first pivot for new Corporate Social Responsibility projects; investigated and conceptualized new possible initiatives around Shared Value strategies

ADDITIONALS

- Speaker: Participated as speaker at ILA 2021 with the talk "Designing ventures to build the future of LatAm"
- Articles: Jaramillo, Lucía (2020) 'From post-prisoner to user: rethinking the prison experience in Colombia'
- Languages: Spanish (Native) - English (Proficient)
- Software: Self-taught in Adobe Illustrator, Photoshop, InDesign and Figma; proven skills to work with these programs
- Courses: "Creative Methodologies in Ethnography" (Universidad de los Andes, 2020); "Design Kit: The Course for Human-Centered Design" (IDEO, 2018), "Brand Strategy" and "Product Strategy" (Section 4 Business Education (2021)