

CAMILA LOZANO

EDUCATION

- **Universidad de los Andes**
2022-2025 (In progress)
Master of Regeneration and Sustainable Development
Business Administration, Climate Action & Biodiversity (Virtual)
- **d.MBA**
2021
MBA Abstract for designers
Online Business Education
- **IDEOU**
2019
Designing a Business
Online Course for Entrepreneurs and Intrapreneurs
- **Delft University of Technology**
2017
Design Leadership and Innovation
DelftX - Online Learning Professional Course
- **Innpulsa Colombia**
2016
Innovation Diplomat
Innovation Leadership Training for CEET
- **Universidad de los Andes**
2009-2014
Design
Communication and Product Design emphasis
Minor in Entrepreneurship

EXPERIENCE

- **Superintendencia Financiera de Colombia**
(Government Agency - Financial Regulation & Market Systems)
NOV 2023 - PRESENT
Bogotá, Colombia
Advisor
 - Advise the improvement of the organization's user experience maturity and adoption of service and business design best practices.
 - Advise the implementation of agile methodologies oriented to the organization's strategic objectives and digital transformation.
 - Propose methods and prototypes for the processes or products to be systematized under government digital guidelines.
 - Create insight reports, special studies, qualitative and quantitative research and analysis and discover new opportunities.
- **Camilalozano.com**
OCT 2021 - OCT 2023
Anywhere in the world
Design Consultant
Co-create + orchestrate creative spaces using Business, Service and UX lenses. Help envision, ideate, build ideas/concepts/dialogues through design cycles that help incubate, accelerate digital or analogue experiments.
- **ADL Digital Labs**
(Grupo Aval's Innovation + Data Lab)
NOV 2018 - MAY 2021
Bogotá, Colombia
Senior UX Designer
 - Lead UX Redesign of Grupo Aval's banking transactional channels.
 - Lead innovation and sustainability experiments using Business Design.
 - *Setup, Refine* and *Rethink* digital products/services through design experiments.
 - Explore *methodologies* for (UX/Service/Business) Design consultancy.
- **Seguros YOUSE Colombia**
(French-Brazilian Insurtech)
FEB 2017 - NOV 2018
Bogotá, Colombia
UX/Service Designer
 - Lead UX Design of 100% "digital" insurance products for different Colombian audiences.
 - Design team set-up for the initial state of the insurtech creation.
 - Design innovation and new product development methodology.
- **Casa Editorial EL TIEMPO**
(Colombian media conglomerate and publisher)
FEB 2014 - FEB 2017
Bogotá, Colombia
UX/Strategy Designer
 - UX Design for the media conglomerate's digital products/services.
 - Research and implement human-centered methodologies to find opportunities and strategies for the news, TV channels, and magazine brands.
 - Lead and facilitate co-creation and multistakeholder workshops to solve organizational, competitive, and functional challenges.
 - Design and mentor UX and Open Innovation challenges for the School of Journalism.

SOME RELEVANT PROJECTS

- **Camilalozano.com**
2021-2023
Intervene the PM Framework of **Chubb Latam**, design a gamification experience for the executive committee of **Coca-Cola Latam**, and help define the MVP of an ed-tech led by **McKinsey & Company Colombia**.
- **ADL Digital Labs**
2019-2021
Lead **#Guild-SO\$!** a Research+Development community around sustainability using business design to validate **cooperative hypotheses**.
- **Banco Popular**
2019-2021
<https://mi.bancopopular.com.co/>
Banking digital transactional channels product strategy and user experience design.
Hybrid mobile + ipad app available in Google Store and Appstore.
- **Seguros YOUSE Colombia**
2017-2018
Digital insurance products for SMEs, 100% digital know your customer process (identity validation, digital risk management and money laundering system). **Design Thinking for insurance policy**.
- **COVINOC**
2018 <https://micovinoc.com/>
UX design consultancy and digital platform redesign for **collection of debtors payments**.
- **EL TIEMPO's Digital Subscription**
2016 <http://www.eltiempo.com/>
User research, benchmarking, **business model workshops**, product design, **customer loyalty strategies and life cycle analysis**.
- **EL TIEMPO's Print Newspaper Redesign**
2016
UX/Service design consultancy. Research, benchmarking and current **print product and operations diagnosis**.
- **UNIVISION**
2015
UX design consultancy for American media company. Benchmarking and current **digital products diagnosis** as a foundation for their digital portfolio redesign.
- **ZENÚ - Grupo Nutresa**
2015
UX/Service design consultancy in partnership with Perceptio (SAP software company), to **optimize their warehouse's picking processes**.
- **Portafolio Newspaper**
2014-2015
<http://portafolio.co/>
UX lead **Financial and economic newspaper user research and redesign**. Nominated to Lápis de Acero 2016 Awards on websites category.
- **CM& NEWS**
2014
User experience design of their digital product. Customers and **interest groups observation and analysis**.
- **ADN Newspaper**
2014
Exploration of the free newspaper **mobile consumer experience**. **Commercial teams trainings**. UX diagnosis of current product and redesign proposal.

LANGUAGES

SPANISH	<div><div></div></div>	Native
ENGLISH	<div><div></div></div>	Bilingual
PORTUGUESE	<div><div></div></div>	Basic (<i>and improving</i>)
ANY LANGUAGE	<div><div></div></div>	Ready (<i>to start learning</i>)

SOFTWARE

Figma, Sketch, Overflow, Axure, Miro, Adobe Illustrator, Photoshop, InDesign, Zeplin, Invision, Lookback, G-Suite, Microsoft Office.

Let's talk!

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