CAMILA LOZANO

EDUCATION

- Universidad de los Andes 2022-2025 (In progress)
- **d.MBA** 2021

• IDEOU 2019

- Delft University of Technology
 2017
- Innpulsa Colombia
 2016
- Universidad de los Andes 2009-2014

EXPERIENCE

Superintendencia Financiera de Colombia

(Government Agency - Financial Regulation & Market Systems)

NOV 2023 - PRESENT Bogotá, Colombia

Camilalozano.com

OCT 2021 - OCT 2023 Anywhere in the world

ADL Digital Labs

(Grupo Aval's Innovation + Data Lab)

NOV 2018 - MAY 2021 Bogotá, Colombia

Seguros YOUSE Colombia

(French-Brazilian Insurtech) FEB 2017 - NOV 2018 Bogotá, Colombia

Casa Editorial EL TIEMPO

(Colombian media conglomerate and publisher)

FEB 2014 - FEB 2017 Bogotá, Colombia

Master of Regeneration and Sustainable Development

Business Administration, Climate Action & Biodiversity (Virtual)

MBA Abstract for designers Online Business Education

Designing a Business Online Course for Entrepreneurs and Intrapreneurs

Design Leadership and Innovation DelftX - Online Learning Professional Course

Innovation Diplomat Innovation Leadership Training for CEET

Design Communication and Product Design emphasis Minor in Entrepreneurship

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.

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.

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.

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.

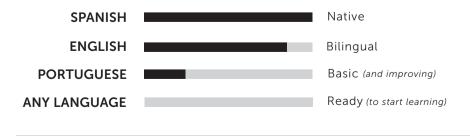
UX/Strategy Designer

- 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	Banking digital transactional channels product strategy and user experience design.
	https://mi.bancopopular.com.co/	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 Lápiz 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



SOFTWARE

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

