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Senior Experience Strategist | Service Design | Digital Transformation | Organizational Strategy

Professional Summary

Senior experience and service strategy professional with 10+ years of experience shaping digital transformation, stakeholder alignment, and user-centered service improvement in complex environments. Strong background in experience strategy, service design, systems thinking, accessibility, and cross-functional collaboration. Experienced in translating business needs, operational constraints, and user insight into clear strategic direction, service improvements, and scalable delivery models. Brings a rigorous, human-centered perspective to transformation in complex and regulated contexts..

Core Competencies

Experience Strategy

Service Design

Digital Transformation

Customer Experience

Stakeholder Alignment

Strategic Facilitation

Journey Mapping

Insight Synthesis

Systems Thinking

Organizational Design

Cross-functional Collaboration

Accessibility

Governance

Measurement Mindset

Workshop Facilitation

Innovation Strategy

Service Improvement

Change Management

Work Experience

Strategic Design and Innovation Consultant |

Independent Consultant | Remote | Dec 2021 – Present

(parallel to government role 2021–2023; full-time from 2024)

- Led multi-year DesignOps engagement for Bleet (tech startup), guiding the team from reactive workflows to structured autonomy — covering process design, role clarity, tool standardization, and AI integration across design, product, and engineering.
- Partnered with Calicó on service strategy and operational design, resulting in more structured work cycles, improved solution clarity, and measurable gains in service intuitiveness and accessibility (client testimonial available).
- Facilitated strategic discovery and alignment workshops for founders and leadership teams navigating growth, organizational complexity, and innovation risk.
- Translated organizational diagnostics into operating models, governance frameworks, and scalable service practices.

UX & Design Systems Manager.

Government of the City of Buenos Aires | Buenos Aires, Argentina | 2020 – 2023

- Led experience standardization efforts across 50+ digital touchpoints within a large public digital ecosystem.
- Helped improve service consistency, accessibility, and collaboration across teams serving more than 3M citizens.
- Drove workflow and governance improvements that reduced delivery friction by approximately 40%.
- Managed a multidisciplinary team of 20+ designers and developers in a complex stakeholder environment.
- Connected design quality, operational needs, and citizen experience in large-scale service transformation initiatives.

Submanager of Accessibility and Usability

Government of the City of Buenos Aires | Buenos Aires, Argentina | 2020 – 2021

- Led accessibility and usability improvements across public digital services.
- Advanced inclusive design standards and user-centered practices in service delivery.
- Collaborated with teams and stakeholders to improve service quality, clarity, and usability.

Selected Achievements

- Improved consistency across 50+ digital service touchpoints.
- Contributed to digital experiences serving more than 3M citizens.
- Led 20+ cross-functional team members in complex delivery contexts.
- Reduced delivery friction by approximately 40% through governance and workflow design.
- Facilitated strategic alignment for startups, founders, and innovation-focused teams.

Education

Master's Degree in Interactive Design

University of Buenos Aires (UBA-FADU) |

Degree conferred 2020; thesis completed and defended 2024

Thesis: Design in Dialogue with Ethics

-Bachelor's Degree in Graphic Design

University of Buenos Aires (UBA-FADU) | 2008 – 2016

Diploma in Web Usability and Accessibility

National Technological University (UTN) | 2017

Professional Development

OKRs Design Certified | Agile Quest

Management 3.0 | Agile Spin

Digital Ethnography as a Social Research Method | UTN

Languages

Spanish: Native

English: Professional Working Proficiency (B2+)