

Lucia Jaramillo

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ABOUT

Service Designer and Product Strategist with experience across product management, UX research, and venture building. Skilled at turning complex ideas into user-centered products that drive business value.

WORK EXPERIENCE

BCG X

New York, USA

The tech build & design unit of BCG; ties tech knowledge and entrepreneurship to enable innovation at scale

Product & Strategic Designer

09/2024 to Present

- Assessing the omnichannel shopping experience for one of Mexico's largest retail stores; managed and led national research spanning 15+ locations, 7+ cities, and 20+ interviews. Identified opportunities leveraged by qualitative research, customer journey mapping and competitor analysis
- Contributed to the redesign of the booking experience for one of Mexico's largest airlines, driving a projected \$140M–\$240M revenue uplift. Conducted 25+ user interviews and usability tests to resolve funnel drop-offs and increase add-on rates. Developed the product roadmap and a phased release plan with incremental launches leading to an MMP. Collaborated with engineering teams to create 100+ backlog cards refined to 100% (DoR) increasing sprint readiness
- Validated the expansion opportunities for a lactation consultation provider into the perinatal mental health space. Ran user and market research to inform business model; created customer journey, business model and customer personas

HUNTY

Remote

Latin American 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
- Proposed a long-term product strategy to pivot the business model into a profiling software for the different stages of the recruitment process, prioritizing user-centric features and scalability

Bogota, Colombia

POLYMATH VENTURES

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 to design and launch a digital commerce startup in Latin America, which resulted in the successful launch of the MVP
- Conducted +30 interviews with users and experts in Colombia and Mexico, analyzed the market, prioritized key findings, and developed prototypes using Design Thinking and Lean Startup frameworks
- Led product 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

EDUCATION

PARSONS SCHOOL OF DESIGN - THE NEW SCHOOL

New York, USA

Master of Science in Strategic Design and Management

05/2024

- Awarded a merit based 75% scholarship by the School, Awarded a USD \$50,000 scholarship by Colfuturo

Bogota, Colombia

UNIVERSIDAD DE LOS ANDES

Bachelor of Science in Psychology with minor in Management; GPA 4.41/5.0

07/2017

- Awarded a scholarship to offset 100% of the tuition cost, Thesis graded 4.76 / 5.0

ADDITIONALS

- Speaker: Participated as speaker at ILA 2021 with the talk "Designing ventures to build the future of LatAm"
- Languages: Spanish (Native) - English (Proficient)
- Software: Miro, Figma, Maze, Jira, Adobe Suite; proven skills to work with these programs