RESUMÉ

Lucía Zandanel Terán

MASTER IN CX MANAGEMENT
MASTER IN PROJECT DIRECTION

SPEAKER IN "DIGITAL EXPERIENCE WEEK", REMOTE, SOUTHAMERICA (2021)
"IDEAS GENERATOR" **AWARD**, BY INNOVATION CLUB, CHILE (2021)
IF DESIGN **AWARDS**, UX Y UI CATEGORIES, BERLIN (2023)

TEACHER IN "ADVANCE UX COURSE", CODERHOUSE
MENTOR IN +MUJERES EN UX LATAM

DIPLOMA IN **INNOVATION** MANAGEMENT
DIPLOMA IN **AGILE** METHODOLOGIES
DIPLOMA IN PROJECT **MANAGEMENT**
DIPLOMA IN **DESIGN** THINKING

INDUSTRIAL DESIGNER, INDUSTRIAL PRODUCTS SPECIALIZATION
GRAPHIC DESIGNER & UX-UI LEADERSHIP

SEE COMPLETE CV

VERSIÓN EN ESPAÑOL

Lucía Zandanel Terán
MASTER IN CX MANAGEMENT
MASTER IN PROJECT DIRECTION

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ABOUT ME

My name is Lucía (Lu), and I **love** what I do for living. Since I can remember, I wanted to create innovative, inclusive, and breathtaking solutions that were *meaningful to people*. My main **motivation** is to impact the business and people's lives. My **superpowers** are to support teams and build collaboration. Integrity, excellence, and respect are my **values**.

MASTER'S DEGREES (LATEST POSTGRADUATED EDUCATION)

MASTER DEGREE IN CUSTOMER EXPERIENCE MANAGEMENT
BARCELONA UNIVERSITY & OBS SCHOOL OF BUSINESS
Complete Master Degree. Online.
May. 2019 - Jun. 2020. 60 ECTS.

MASTER DEGREE SPECIALIZED IN PROJECT DIRECTION
UNIVERSITAT POLITÉCNICA OF CATALUNYA
Complete Master Degree. Online.
Oct. 2017 - Feb. 2019.

BACHELOR'S DEGREES (UNIVERSITY EDUCATION)

INDUSTRIAL DESIGNER DEGREE NATIONAL UNIVERSITY OF CUYO
Complete University Honour Degree. (5 years program plus Thesis).
Mendoza, Argentine, *2003-2009.*

GRAPHIC DESIGNER DEGREE NATIONAL UNIVERSITY OF CUYO
Complete University Honour Degree. (5 1/2 years program plus Thesis).
Mendoza, Argentine, *2003-2009.*

LATEST COURSES

ACCESSIBILITY FOR DESIGN SYSTEMS AND DESIGN TEAMS
Certificate by Somosedison.com, Online. Abr. 2023 - Jun. 2023

UX GAMIFICATION
Certificate by UXGamificados, Online. Sep. 2023 - Nov. 2022

LATEST REFERENCES

CHRISTIAN PATIÑO
INNOVATION AND DIGITAL STRATEGY MANAGER - COOPEUCH
christian.patino@coopeuch.cl +56 9 9943 7405

FEDERICO SALA
CTO - BICE BANK
federicosala@gmail.com +56 9 5536 6264

LATEST WORK EXPERIENCE

TENPO NEOBANK, DIGITAL BANK
Head UX UI, *Jun. 2022 - Oct. 2023.*

- Measurement of **UX maturity in the organization**. The level of maturity was identified and a transversal strategy was developed.

- Implementation of a **UX UI design system** and leadership on the systematization of react components in development teams.

- Leadership of multidisciplinary team of **25 members** (leaders, UI and UX Designers, UX Consultants, UX Writers).

- Team building based on the objectives of the area, on the implementation of **UX metrics** and systematization of interface.

COOPEUCH BANKING - FINANCIAL INSTITUTION
Head of UX & Research, *Ago. 2021 - Jun. 2022.*
UX Leader Digital Transformation Area, *Oct. 2019 - Ago 2021.*

- Responsible for **Lean Processes and Methodologies** Integration for stakeholders alignment among others.

- Leadership of **multidisciplinary teams,** >20 collaborators.

- Leadership of **Lean UX Research Team**. Implementation of end-to-end methodologies for the strategic prioritization of digital initiatives and User Centric and Data Driven decisions.

- Implementation of design systems and components systems for **design teams** (> 30 collaborators) and **development teams** (>15 agile teams).

AWARDS

"**IDEAS** GENERATOR AWARD" - CHILE *Jan. 2021. (Personal)*
"IF **DESIGN** AWARDS" - GERMANY - *May. 2023. (Team)*
"MOST **INNOVATIVE** COMPANIES AWARD" - CHILE - *Mar. 2023. (Company)*

EVENTS' & PODCASTS' SPEAKER

WEBINAR BONDA + CODERHOUSE, **SPEAKER** - *Dec. 2023* **"The importance of UX in Finance"** 35 min.
DIGITAL EXPERIENCE, **PODCAST** *Nov. 2022* **"Design Systems and Scalable Products"** 45 min.
DIGITAL EXPERIENCE WEEK, **SPEAKER** *30 Nov 2021 - 4 Dec. 2021* **"Managing the banking experience"** 45 min.
POCKET ANALYTICS, **PODCAST** *Sep. 2020* **"Customer Experience and Chatbots"** 40 min.

**DIPLOMAS, CERTIFICATES AND
ACCREDITATIONS ARE AVAILABLE**