

Andrea Fuentes Reveco

UX Designer, UX Coordinator

Professional Summary

I'm a User Experience Designer with a proven track record of driving digital transformation in banking, telecommunications, and government industries. With experience as both Product Owner and Scrum Master, I've led projects in AI, CRM systems, and digital documentation solutions, seamlessly integrating user insights with agile processes to innovate and improve digital services. I also teach Service Design at the University of Chile. I have a collaborative spirit and aim to foster a Design Thinking culture, implement UX maturity assessments, and establish design standards that have drastically improved service quality and efficiency in my workplace.

Professional Experience

UX Coordinator | Secretary of Digital Government, Chile (2022 - Present)

- Manage a team of UX and UI designers to develop government platforms in compliance with the Digital Transformation Law of the State of Chile.
- Participate in the co-design and enhancement of microservices.
- Lead Product Discovery Workshops as an initial methodology for new products and updates or new versions.
- Design and oversee the following products: DocDigital, Open Data Portal (Datos.Gob), and the State Interoperability Portal (PISEE).
- Achievements: Applied best practices in the design process for digital products and services, implementing methodologies, and a new UI Kit that meets industry standards.

External Consultant for Mutual de Seguridad (2019 - 2021)

Clinic and Insurance company for health and safety at work

- Product Owner: Managed an interoperability and data project concerning accident and occupational illness reports to authorities. Conducted user story analysis.
- Scrum Master: Managed the development team for the digital transformation of Mutual de Seguridad in collaboration with MCS (Microsoft Consulting Services).
- Oversaw the team and UX Designer for concept testing: COVID APP and generative AI assistant to support records and mental health licenses.
- Managed the data team and worked as UX designer to create dashboards for monitoring accident rates, occupational diseases, among others.

Product Designer | Casa de Los Diez Cultural (NGO) (2017 - 2018)

- Managed and executed FONDART grants.
- Administered digital assets (metrics for physical and digital visits, content ranking). Improved SEO for the foundation's website.
- Achievements: Positioned the foundation for cultural event hosting.
- Created physical and digital materials for heritage education in early childhood.

Digital Designer | Ripley Chile (2016 - 2017)

Retail and Banking Company present in Chile and Peru

- Designed applications and web systems for human resources, including intranets and administrative platforms.
- Responsible for implementing and analyzing behavior metrics to optimize the user experience.
- Supervised software development purchases, ensuring correct application of the digital kit and institutional branding across all interfaces and functionalities.

Freelance Designer (2015 - 2016)

- QA Coordinator: External QA team coordinator for a credit card creation platform for the company NEXUS.
- UX and UI Designer: Designed the immersive project "Interplanetary Journey" for the astronomy pavilion of the Interactive Museum of Mirador, created in Oculus.

Design and Interface Coordinator | Penta Investment Bank, Chile (2013 - 2015)

- Designed the bank's intranet and Penta Informa, a client management portal.
- Coordinated the design team and integrated methodologies and techniques for requirements gathering and Design Thinking.

Design Coordinator | ENTEL, Chile (2011 - 2013)

Datacenter and telecommunications operator in Chile and Peru

- Coordinated the design team and integrated methodologies and techniques for requirements gathering and Design Thinking.
- Created digital services associated with Digital Transformation (service catalog, intranet, etc.)

External Consultant for Broadcasters (2008 - 2011)

- Omega Systems: External consultant and trainer for digital asset management (Media Asset Management) tools for TV channels TVN and Canal 13.

Education

- 2024): Diploma in Law and Artificial Intelligence, Pontifical Catholic University of Chile
- 2022: Diploma in Digital Book Design, Academia of Christian Humanism
- 2021: Diploma in Data Visualization, Pontifical Catholic University of Chile
- 2019: Diploma in User Experience, Finis Terrae University
- 2010-2012: Master in Applied Marketing, University of Development
- 2001-2005: Industrial Design, DUOC UC

Courses and Certifications

- 2021: Digital Accessibility, International WCAG Standards
- 2021: Ethical Algorithms
- 2020: Agile Coach (Course)
- 2020: Digital Marketing
- 2020: UX Writing
- 2019: Scrum Master, Product Owner
- 2019: Design Thinking

Courses and Certifications

- 2014: Usability and Digital Design
- 2011: Silicon Valley Innovation Immersion Program, USF
- 2006: Alias Studio Certification Program

Technical Skills

- **Methodologies:** Agile, Scrum, Design Thinking, Product Discovery
- **Design:** UX, Prototyping, Data Visualization, Wordpress
- **Tools:** Figma, Asana, Adobe Suite, Condens, Miro, MouseFlow, Optimal Workshop