

# Ma. Andrea González Cano

Passionate UX - Service Designer

Creating Seamless User Experiences through Strategic Design



📍 Milan, Italy

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Spanish - Native // English - B2 // Italian. B2

## Education:

PROJECT MANAGEMENT COURSE  
ZURU School. April-May, 2024.

GOOGLE UX DESIGN. 7 COURSES.  
GOOGLE CAREER CERTIFICATES.  
Google Career Certificates. April-June, 2022.

COMPLETE WEB & MOBILE DESIGNER IN  
UI/UX, FIGMA, +MORE.  
Udemy. April, 2022.

🎓 **SPECIALIZING MASTER STRATEGIC DESIGN: BUILDING NEW BUSINESSES AND STRATEGIES THROUGH DESIGN.**  
**POLI.DESIGN. POLITECNICO DI MILANO.**  
February 18, 2022. Milan, Italy.

🎓 **PRODUCT DESIGNER.**  
**UNIVERSIDAD DE LOS ANDES.**  
March 24, 2017. Bogotá, Colombia.

🎓 **ARCHITECT WITH A PHOTOPRGRAPHY PATH.**  
**UNIVERSIDAD DE LOS ANDES.**  
April 01, 2016. Bogotá, Colombia. Professional No. ID: A418322016-1018460622.

I am an **Architect and UX, Strategic and Service Designer**, passionate about **Design Thinking and User-Centered Design**. I have 6 years of experience working on public projects for the city, in designing parks and buildings understanding the needs of the Citizens, in Customer Experience for three different television services and I am currently working in designing the User Experience for a BIM Software.

As a designer, **my mission** is to **create beautiful, impactful and useful digital and physical experiences that users can easily understand and can fall in love with.**

**My key skills are:** prototypes for testing, validation and to illustrate UX/UI concepts, Design Thinking and Problem Solving; User Personas and Scenarios; Journey & Empathy Map; trends and markets analysis, UX research and data analysis; Codesign; Strategic Approach.

## Work Experience:

### UX BIM DESIGNER. ZURU TECH

January 16, 2023 - Current. Milan, Italy.

- **Cross-functional teams communication** • Tools: Figma, AutoCAD, Excel
  - Designed an easy, coherent and beautiful experience where the user can design and manage their own home digitally. This achieved by understanding the user, pain points and all Product ecosystem.
  - Collaborated with developers, product managers, and stakeholders for achieving successful design outcomes, more flexible products that allow a more enjoyable User Experience.
- **Problem-Solving & Iterative Improvement.** • Tools: Figma, Adobe photoshop, Illustrator, InDesign, Revit
  - Created detailed wireframes and high-fidelity prototypes to test concepts before development and with the aim of connecting the User's house design directly to manufacturing systems, streamlining the construction process.
  - Improve the users drawing experience in the software by synthesizing multiple inputs and stakeholder feedback.
- **Time management.** • Tools: Figma, Gitlab
  - Strengthened time and task management by working with Agile, with team boards, following and finishing User Stories, participating in Sprint planning and review with Agile ceremonies.

### CUSTOMER EXPERIENCE AND JOURNEY DESIGN. SKY ITALIA INTERN. POST-LAUREA

June 07, 2022 - November 30, 2022. Milan, Italy.

- **CX Strategy and Customer involvement.** • Tools: Miro, Figma. Power Point
  - Developed Personas and User Journey Map to understand Customer needs and find strategies to retain and engage customers, all aligned with Business strategy and the Customer Journey framework.
  - Facilitated and moderated 4 co-creation workshops with the managers of Sky stores in Italy to align on strategic objectives and gather insights for Store organization with new Sky Glass.
- **Cross-functional teams communication.** • Tools: Miro, Figma. Power Point, Excel
  - Define the business strategy based on the Customer Journey Map. Understand Customer needs and find strategies market launch for Sky Stream. Work hand by hand with UX researchers for strategies for improving experience with SkyID.

### STRATEGIC DESIGNER AND RESEARCHER. PACO DESIGN COLLABORATIVE INTERN.

September 07, 2021 - January 28, 2022. Milan, Italy.

- **Strategy and Web UX design.** • Tools: Miro, Figma, Wix, Sublime text
  - Developed and designed the strategy for 'People@work' new sharing knowledge channel in the context of new ways of working to enhance usability and accessibility.
- **UX Research.** • Tools: focus groups, interviews, case study
  - Conducted user research and analysis of qualitative and quantitative data, to identify key areas for implementing the strategy for 'People@work'.

### RESEARCHER. BOOK 'CITY, EQUALITY, HAPPINESS' ENRIQUE PEÑALOSA

January 20, 2020 - November 20, 2020. Bogotá, Colombia.

- **Strategy and Research.** • Tools: statistical data review, Literature review and document review
  - Collaborated and gathered quantitative data for the book 'Equality and City' by Enrique Peñalosa, former mayor of Bogotá. A book about how a well-designed city provides equity, competitiveness and happiness to its citizens. Published in Colombia in 2021 by Villegas Editores and in the United States in April 2024 by University of Pennsylvania Press.

### RESEARCHER. BOGOTÁ TOWN HALL

November 27, 2018 - December 25, 2019. Bogotá, Colombia.

- **Research, tools and visual assets** • Tools: interviews, statistical data review and document review, Excel
  - Guided user research, gathered, analyzed and synthesized the results into 'insights'. I carried out the analysis of data related to urban planning as a component of the municipality's strategic projects. All for achieving the slogan of the mayorship "Bogotá mejor para todos".

### ARCHITECT AND PRODUCT DESIGNER. CASTRO ARQUITECTOS

March 27, 2017 - October 31, 2018. Bogotá - Bucaramanga, Colombia.

- **Team and task management and product design** • Tools: Revit, AutoCAD, Rhino, InDesign, Photoshop
  - Lead, management and coordination of a team in this case a section of 5 km for the urban project for the Fucha River 17 km promenade, designed by Lorenzo Castro.