

# Ma. Andrea González Cano

Strategic designer, researcher and a passionate problem-solver

Ma.  
DESIGNER



## Professional Profile:

I am a **researcher**, a **strategic and service designer** and a **UX designer** in training. I am passionate about **Design Thinking** used with a strategic approach, utilizing **methodologies** and **tools** capable of **analyzing different dynamics** of people and markets.

I use **user-centered design** methodologies to create impactful solutions. With my 3 years' experience, I have gotten a **strong mindset in problem solving**.

I learned to work as a team member, to identify and use an appropriate **research methodology**, and thus be able to **analyze and synthesize** research findings into **actionable insights**, that guide the concept creation.

As a **curious designer**, I enjoy environments where I can think **'out of the box'** and that motivates me to have **new challenges**.

I am interested in transforming **challenges and abstract concepts** and into well-articulated and tangible solutions, in the design of new **strategies, services and products**. As also in user research, user interaction, identification of new trends and behaviors.

## Design Skills:

### User centered design

- Understand context for designing
- Rigorous desk and user research
- Problem solving + Value Proposition design
- Perceptive observer

### Different modes of work

- Teamwork
- Multidisciplinarity
- Methodology design
- Active listening

### Diverse design processes

- Strategic Linkage
- Rapid Prototyping
- Qualitative and quantitative UX/CX research
- Synthesize research findings
- Categorization of information

## Languages:

- Spanish - Native
- English - IELTS. 6.5
- Italiano. B1

## Contact:

- 📍 Via Emilio Faà di Bruno 14  
CAP. 20137.Milano
- ✉ [ma.gonzalezc127@gmail.com](mailto:ma.gonzalezc127@gmail.com)
- ☎ +39 3314629878
- 🌐 <https://www.magportfolio.com/>

## Education:

- **SPECIALIZING MASTER STRATEGIC DESIGN: BUILDING NEW BUSINESSES AND STRATEGIES THROUGH DESIGN. POLI.DESIGN. POLITECNICO DI MILANO.**  
February 18, 2022. Milan, Italy.
- **DESIGNER WITH EMPHASIS ON PRODUCT. UNIVERSIDAD DE LOS ANDES.**  
March 24, 2017. Bogotá, Colombia.
- **ARCHITECT WITH A PHOTOPRGAHY PATH. UNIVERSIDAD DE LOS ANDES.**  
April 01, 2016. Bogotá, Colombia. Proffesional No. ID: A418322016-1018460622.
- **ACADEMIC BACHELOR. GIMNASIO VERMONT SCHOOL.**  
June 18, 2011. Bogotá, Colombia.

## Work Experience:

- **CUSTOMER EXPERIENCE AND JOURNEY DESIGN. SKY ITALIA INTERN. POST-LAUREA**  
*June 07, 2022 - November 30, 2022. Milan, Italy.*
  - Organize and moderate 4 co-creation workshops with the managers of Sky stores in Italy.
  - I supported the team in:
    - Define methodologies, techniques, and customer clusters to engage. Analyze data insights and customer feedback to identify pain points and customer experience improvement initiatives. Analyze data from interviews, NPS surveys, social listening and calls from the call center.
    - Design and maintain customer and the communication journeys aligned with Business strategy and the Customer Journey framework.
- **STRATEGIC DESIGNER AND RESEARCHER. PACO DESIGN COLLABORATIVE INTERN.**  
*September 07, 2021 - January 28, 2022. Milan, Italy.*
  - Exploration of new scenarios for a new communication channel in the context of new ways of working. Developed and designed the strategy for it by analyzing qualitative and quantitative data. Used design tools for analyzing market dynamics, competitors, trends identification and opportunities.
  - Applied research, strategy, content creation. Research for Insights magazine #16 for Sedus, Germany.
- **RESEARCHER. BOOK 'CITY, EQUALITY, HAPPINESS' ENRIQUE PEÑALOSA**  
*January 20, 2020 - November 20, 2020. Bogotá, Colombia.*
  - Collaborated on the book 'City, Equality, Happiness' of Enrique Peñalosa, former mayor of Bogotá. A book of how a well-designed city provides equity, competitiveness and happiness to its citizens.
- **RESEARCHER. BOGOTÁ TOWN HALL**  
*November 27, 2018 - December 25, 2019. Bogotá, Colombia.*
  - Collected, analyzed and synthesized the research results into 'insights'. I carried out the analysis of information related to urban planning as a component of the municipality's strategic projects.
- **ARCHITECT AND PRODUCT DESIGNER. CASTRO ARQUITECTOS**  
*March 27, 2017 - October 31, 2018. Bogotá - Bucaramanga, Colombia.*
  - Developed and materialized Lorenzo Castro idea for the National Prize for Architecture and Urbanism. Prototyping and concept elaboration. Budgets, market research and decision making.
  - Conceptualized and developed the urban project for the Fucha River 17 km promenade, designed by Lorenzo Castro. Lead, management and coordination of a team in this case a section of 5 km.

## Awards and publications:

- **POLI.DESIGN DIGITAL COMMUNITY 'D.O.T'**  
*December 14 2021. Milán, Italia.*
  - Article: 'Limitless design in circular economy.' Published in DOT, POLI.design digital community.
- **SECOND PLACE FOR UNICEF BELGIUM. ANTWERP UNIVERSITY + POLI.DESIGN**  
*June 2021. Milan, Italy. Antwerp, Belgium.*
  - Challenge: design an iconic product for UNICEF Belgium. Award II Place with project: '#Owlbethereforyou'.
- **SECOND PLACE IN MIND CALL 4 IDEAS. MILAN INNOVATION DISTRICT**  
*March 2021. Milan, Italy.*
  - Challenge: develop a licensing strategy for MIND. Award II Place with project: 'MIND the planet.'
- **DISTINCTION OF EXCELLENCE - UNIVERSIDAD DE LOS ANDES**  
*April 27, 2017. Bogotá, Colombia.*
  - Best GPA II semester of 2016 of the Design Faculty.

## Certificates and courses:

- **Complete Web & Mobile Designer in 2022: UI/UX, Figma, +more.**  
Udemy. April, 2022.
- **Google UX Design. 7 courses. Google Career Certificates.**  
Google Career Certificates. April-June, 2022.

## High-level proficiency tools:

### Adobe

- Illustrator
- Photoshop
- InDesign
- Lighthouse
- Adobe XD

### Modeling

- AutoCAD
- Revit
- SketchUp
- Vray

### UX/UI

- Miro
- Wix
- Figma
- Sublime Text

### Office

- Word
- Power Point
- Excel