

PRODUCT DESIGNER & RESEARCHER

DIANA C. GUTIERREZ




 June/05/1992


SUMMARY

Multidisciplinary designer with 8+ years of experience working at the intersection of Design, Research, and Social Sciences. Specialized in building strategies to balance social impact with business sustainability, and translating alternative visions of progress into practical, human-centered solutions.

 www.dianagutadesign.com

- ▶ Empathy
- ▶ Qualitative & socio-cultural research
- ▶ Design Thinking
- ▶ Teaching and common learning

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EDUCATION

Pontifical Bolivarian University

- Industrial Designer 2010-2014
- Master's degree in Development studies (Social Sciences) 2016-2020

WORK EXPERIENCE

Senior UX / Product Designer at City National Bank Mar 2022 - Present

- Lead and conduct user experience design for different lines of business, applying Design Thinking, UX best practices, research and usability studies to improve the end to end experience and ensure consistency between the Website and the Mobile app.
- Work with a team of 8+ designers and different stakeholders to facilitate collaborative decisions when designing a user-centered roadmap.

Senior UX Designer at Rockwell Automation Sept 2020 - Mar 2022

- Represented and conducted UX design in the full development lifecycle; from initial research and conceptualization through evaluation and delivery, applying best-practice user-centered design to build the suite of desktop, web and mobile products.
- Co-Designed with users and teammates from different business departments to ensure a consistent design vision, system and efficient deliverables.

UX Researcher / Product Designer at Nequi - Bancolombia July 2018 - Sept 2020 & March - May 2024

- Structured and applied user-centered research, usability tests and workshops, based on techniques and tools from Social Sciences and Design Thinking to uncover business opportunities and people's challenges.
- Iterated user/human experience designs (end to end) based on user feedback, the understanding of business goals and capabilities and worldwide situation.

Service Designer / Researcher at Ecosistema Jaguar S.A March 2015 - July 2018

- Socio-cultural and economic research to uncover urban and rural challenges and translate them to efficient services and products using design thinking.
- Structured and implemented user research methodologies (including prototyping) to validate products and services with users.
- Design and co-created user-centered services and strategies for social innovation and social impact.

Assistant professor at Pontifical Bolivarian University July - December 2016

Guided students to structure and conduct research methodologies and apply design thinking to gather insights and develop projects about fashion, design and urban spaces.

 Green Card Holder

 Brooklyn, NY

RESEARCH PROJECTS

RP

Etnografía del baño (*Bathroom ethnography*)

Research about interactions between users, objects and spatialities in household bathrooms.

Casavecina (*The neighbors' house*)

Qualitative research, design, prototype and user tests to develop a collaborative laundry service with mothers and fathers who are heads of families.

Salvavidas (*Lifesaver*)

Research and design of a digital experience to provide easy and quick microcredits in order to fight against the social insecurity in Colombia and increase financial inclusion.

How to implement a digital platform for money management 2019-2020

Socio-economic and user research in Guatemala, Mexico and Peru to understand money behaviors and ecosystems.

Analysis of impacts caused by urban interventions carried out under the concept of social innovation 2014-2015

Comparative study between Colombia, Curazao, Mexico, Argentina & Italy.

Fashion, city and economy

Space and spaces of clothing consumption in Vía Primavera, Medellín, Colombia. 2015-2017

"Laboratorios sociales" (*Social Labs*) 2017

Co-investigation and application of knowledge for the construction of a stable and long-lasting peace.

"Compra luego existe. El consumo de moda en la organización del espacio"

(*Buy, then exist, fashion consumption in the organization of spaces*) 2015-2019

Socio-cultural research in El Poblado Neighborhood, Medellín, Colombia. **Master thesis**

PAPERS / CONFERENCES / BOOKS

PCB

Visual Analysis as a tool for urban intervention - comparative studies.

1st International Conference Last Focus Visual Research Network. Sorbonne University, Paris. 2015

Fashionable Districts. Robert E. Park, Thorstein B. Veblen and the Social Space of Urban Conspicuous Consumption.

51st Annual Conference Canadian Sociological Association. University of Calgary, Canada. 2016

Clothing Consumption practices and its impact on the transformation of "public space".

- Canadian Sociological Association (CSA), 52nd Annual Conference. Ryerson University, Canada.
- 24th ISUF International Conference. City and territory in the Globalization Age, Valencia 2017

Co-author of the Book:

"Moda, Ciudad y Economía"
(*Fashion, city and economy*)

Publication year: 2019
ISBN: 9789587646344

Analysis of Urban Transformation Through the Use of Expanded Research Tools

SAGE Open.
Publication year: 2021
DOI: 10.1177/21582440211038307

LANGUAGES

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- Spanish Native
- English Professional

SKILLS

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- Figma / Illustrator / Axure RP / Microsoft Office Suite
- Rhino 3D / Jira / Invision / Mural / Adobe Suite

PORTFOLIO

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<https://www.dianagutadesign.com>