

NATALY ROMERO

Service design, research and UI/UX

CONTACT

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EDUCATION

DESIGN & TECHNOLOGY

FUTURES MSc.

Tallinn University of Technology

Tallinn, Estonia. 2019 - 2021

VISUAL MERCHANDISING

Course.

Jorge Tadeo Lozano University

Bogota, Colombia. 2013

INDUSTRIAL DESIGN BA. Antonio

Nariño University Bogota,

Colombia. 2005 - 2010

WORK SAMPLE

📄 natalyromero.com

Portfolio

📷 [@natalydecides](https://www.instagram.com/natalydecides)

Photography

PROFESSIONAL PROFILE

A visionary, a creative, and a problem solver to discover insights and find innovative solutions to address the complexity of the future.

More than 8 years of experience in design and strategy, working with multidisciplinary teams to create, lead and manage solutions for empowering people.

Skilled at adapting to a broad range of international cultures and disciplines, successfully working in the United States, Colombia, and Estonia. Passionate about understanding and appreciating people of all cultures.

PROFESSIONAL EXPERIENCE

99MATH

Fast-paced edtech startup developing a game-based math platform for elementary schools in the US. (Estonia).

2022 – **Design researcher & UX/UI** (Freelance)

- Plan and execute user research activities such as users interviews and surveys to help better understand customer expectations, problems, needs and motivations;
- Uncover actionable insights, analyze challenges and opportunities through design methodologies;
- Create and iterate UX solutions around users' needs and business goals;
- Provide visual design standards and guidelines
- Work across cross-functional teams.

PROJECTS BY IF

IF helps organisations de-risk future products and services and build trusted brands by using data responsibly (London, UK - Remote).

2022 – **Design researcher** (Freelance)

- Create and facilitate research activities such as users interviews, workshops, and surveys;
- Uncover insights and user stories, analyze challenges and opportunities through design methodologies;
- Test and prototype product and service concepts.

VIVEO HEALTH

Telemedicine Company based on Estonia expanding to international markets (Tallinn, Estonia).

2021 – **Designer**

- Develop strategies to increase brand awareness across the current and new markets;
- Work across identity and campaign pillars to engage new customers;
- Oversee design to create coherence across channels;
- Manage the external and internal design assets of Viveo's communication and support UX/UI tasks.

NATALY ROMERO

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LANGUAGES

Spanish

Native

English

Advance - C1

SOFTWARE SKILLS

Figma

Jira

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe After Effects

Rhinoceros

Cinema 4D

Microsoft Office

SOFT SKILLS

System thinking

Foresight practice

Inclusive UX approach

Human-center design

Teamwork

Assertive communication

A player and a coach

Holistic view

ARTESANÍAS DE COLOMBIA S.A.

Artesanías de Colombia is the government institution that promotes, protects and preserves the handcraft sector in the country, empowering communities of artisans to innovate and grow (Bogota, Colombia).

2020 – 2021 **Digital Service Strategist**

Creating and developing the strategy to provide online business consultancy for indigenous communities with limited access to technology. Developing the service concept and leading the interaction design for a platform to democratize access to knowledge and educative material for business growth.

2013 – 2019 **Communication Strategist and Service Designer**

Creating and developing specialized services for assisting artisans from Indigenous and Afro Colombians communities. Through collaborative methodologies, I worked with an interdisciplinary team for understanding user needs and design a service that strengthens their entrepreneurial skills, while it keeps balance with their ancestral knowledge and traditions.

This was a progressive process including:

- Planning, designing and facilitating service design activities, including customer workshops, internal workshops, user interviews, and creative brainstorm.
- Developing and including into the process design thinking and human-centered design methodologies.
- Creating strategies for open new market opportunities and collaborate with private and public stakeholders.
- Ideating and generating educational methodologies and applying visual design for the execution.

In addition, my role included the lead of the communication team. Creating and executing strategies for visualizing the impact of the service. Also responsible for the promotion of commercial events with the creation of campaigns and interagency management and media.

FUNDACIÓN PANAMERICANA PARA EL DESARROLLO.

NGO (Bogota, Colombia).

2014. **Designer and Innovation Consultant**

Responsible for visual communication and supporting the creation of commercial strategies to open local markets for indigenous entrepreneurs, backing the execution of those and leading the exhibition and visual merchandising.

CD&I ASSOCIATES

Design Agency (Bogota, Colombia)

2013 - **Mid Innovation Assistant Designer**

Creative designer for commercial interior design projects. Develop furniture, customer experience and graphic design.

CULTURAL CARE

Au pair agency (Maryland, USA)

2011-2012 – **Au pair**

Responsible for the care and wellbeing of three children between the ages of 2 and 8. Working in a bilingual environment to improve the children's multicultural adaptation.