

# CURRICULUM VITAE



Lucía Zandanel Terán

**MASTER IN CX MANAGEMENT**  
**MASTER IN PROJECT DIRECTION**

**SPEAKER** IN "DIGITAL EXPERIENCE WEEK", REMOTE, SOUTHAMERICA (2021)  
"IDEAS GENERATOR" **AWARD**, BY INNOVATION CLUB, CHILE (2021)  
IF DESIGN **AWARDS**, UX Y UI CATEGORIES, BERLIN (2023)

**TEACHER** IN "ADVANCE UX COURSE", CODERHOUSE  
**MENTOR** IN +MUJERES EN UX LATAM

DIPLOMA IN **INNOVATION** MANAGEMENT  
DIPLOMA IN **AGILE** METHODOLOGIES  
DIPLOMA IN PROJECT **MANAGEMENT**  
DIPLOMA IN **DESIGN** THINKING

**INDUSTRIAL DESIGNER**, INDUSTRIAL PRODUCTS SPECIALIZATION  
**GRAPHIC DESIGNER** & UX-UI LEADERSHIP

[SEE RESUMÉ](#)

[VERSIÓN EN ESPAÑOL](#)



# Lucía Zandanel Terán

## MASTER IN CX MANAGEMENT

## MASTER IN PROJECT DIRECTION

**in** luciazandanelteran  
**@** luciazandanel@gmail.com  
**+**47 9 231 231 4  
**📍** Trondheim, Norway

**NATIONALITIES** - Argentine - Italian  
**PASSPORTS** - AAC862236 - YB1032174  
**NORWEGIAN ID** - 31078416683  
**BIRTH DATE** - 31<sup>th</sup> July 1984

## ABOUT ME

Hello! My name is Lucía. Since I can remember, I wanted to create innovative, inclusive, and breathtaking solutions that were meaningful to people.

My main **motivation** is to impact the business and people's lives. My most valuable **school** is to mentor and coach my team. My **superpowers** are to support teams and build collaboration. Integrity, excellence, and respect are my **values**. My most interesting **challenges** are to know and understand users' behaviors. Solving their pains with a business goal is my biggest **satisfaction**. Knowledge and experience are my toolbox. User Experience is my **passion**.

## POSTGRADUATE EDUCATION

### MASTER DEGREE IN CUSTOMER EXPERIENCE MANAGEMENT

UNIVERSITY OF BARCELONA & OBS SCHOOL OF BUSINESS

**Complete Master Degree.** Online. *May. 2019 - Jun. 2020. 60 ECTS.*

**Thesis:** CX Strategy for Community Recycling Application.

### INNOVATION MANAGEMENT DIPLOMA

UNIVERSITY OF SALAMANCA & DOINGLOBAL.COM

**Complete Diploma.** Online. *Ago. 2019 - Dec. 2019.*

### AGILE METHODOLOGIES DIPLOMA

UNIVERSITY OF SALAMANCA & DOINGLOBAL.COM

**Complete Diploma.** Online. *Jun 2019 - Oct. 2019.*

### DESIGN THINKING DIPLOMA

UNIVERSITY OF SALAMANCA & DOINGLOBAL.COM

**Complete Diploma.** Online. *Feb. 2019 - Jun. 2019.*

**Thesis:** Banking Loyalty Programs.

### MASTER DEGREE SPECIALIZED IN PROJECT DIRECTION

UNIVERSITAT POLITÈCNICA DE CATALUNYA - BARCELONA TECH & ADEN.ORG - EUNCET BUSINESS SCHOOL

**Complete Master Degree.** Online. *Oct. 2017 - Feb. 2019.*

**Thesis:** Agile Philosophy implementation in digital remote teams.

### PROJECT MANAGEMENT DIPLOMA

THE GEORGE WASHINGTON UNIVERSITY - SCHOOL OF BUSINESS & ADEN.ORG - EUNCET BUSINESS SCHOOL

**Complete Diploma.** Online. *Oct. 2017 - Apr. 2018.* PMPBok Certification.

## BACHELOR'S DEGREES (UNIVERSITY EDUCATION)

### INDUSTRIAL DESIGNER DEGREE NATIONAL UNIVERSITY OF CUYO

**Complete University Honour Degree.** (5 years program plus Thesis).

Mendoza, Argentine, *2003-2009.* **Thesis:** Disabled people Equipment serving Patient's Emotional problems. Approved 10 of 10.

### GRAPHIC DESIGNER DEGREE NATIONAL UNIVERSITY OF CUYO

**Complete University Honour Degree.** (5 1/2 years program plus

Thesis). Mendoza, Argentine, *2003-2009.* **Thesis:** Tourist Promotion of Salta, with Pre-columbian Culture Appreciation. Approved 10 of 10.

## WORK EXPERIENCE

### ANFIBIA - FREELANCE SERVICES (around health and insurances)

**Senior Product Strategist & UX Researcher,** *Oct. 2023 - Present.*

### TENPO NEOBANK, DIGITAL BANK

**Head UX UI,** *Jun. 2022 - Oct. 2023.*

- Measurement of **UX maturity in the organization.** The level of maturity was identified, and a transversal strategy was developed and implemented.
- Implementation of a **UX UI design system** and leadership on the systematization of react components in development teams.
- Leadership of a multidisciplinary team of **25 members** (leaders, UI and UX Designers, UX Consultants, UX Writers).
- Team building based on the objectives of the area, the implementation of **UX metrics** and systematization of interface.

### COOPEUCH BANKING - FINANCIAL INSTITUTION

**Head of UX & Research,** *Ago. 2021 - Jun. 2022*

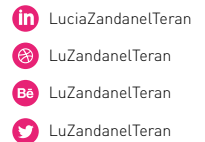
**UX Leader Digital Transformation Area,** *Oct. 2019 - Ago 2021.*

- Responsible for **Lean Processes and Methodologies** Integration for stakeholders alignment among others.
- Leadership of **multidisciplinary teams** integrated by >20 collaborators (UI UX Designers, UX Consultants - Strategists, Lean UX Researchers - Writers, UI Devs, UX Leader and UX Leader in innovation, illustrators and animators).
- Leadership of **Lean UX Research Team.** Implementation of end-to-



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end methodologies for the strategic prioritization of digital initiatives, collaborative research methodologies, hypothesis generation and validation, User Testing, Remote User Testing Lab, Lean Inceptions, Co-sketching, Prototypes, User Persona, Customer Journeys, Discoveries, Dual Tracks.

- Implementation of design systems and components systems for **design teams** (more than 30 collaborators) and **development teams** (more than 15 agile teams).
- Leadership of the implementation of **ExperienceOps**, composed of pillars such as ResearchOps based on Atomic Research, DesignOps & DevOps, based on Atomic Design and Object-Oriented Design Development, among other concepts.

### BCI CREDIT AND INVESTMENTS BANK - 2 BRAINS

**Senior UX Consultant / Strategic PD**, Oct. 2018 - Oct. 2019

I am hired by the company 2 Brains, and selected as UX Consultant in BCI (Credit and Investment Bank).

My main responsibility was leading the UX in the **Credit Card team** and the **Rewards team** of the Mobile App. I also worked crosswise as a UX Strategist, taking interface and interaction definitions.

I was responsible of the leadership in **Usability Testing in BCI Lab**.

- Responsible of researching and presenting User Persona, Customer Journey and Features prioritization in the Bank's Rewards' Lean Inception. I dealt with Data Analysis, People's behaviours research, etc.
- I managed strategies and activities for stakeholders' expectations' alignments. Risk mapping, tech limitations, etc.
- Responsible of products design development, prototypes generation, the formal user testing leadership. I was the moderator of Desktop, Mobile and App user testing.

### ARTOOL - ARTOOL.CL

**Senior UX Consultant**, Sep. 2016 - Oct. 2018

Artool acquires the HOLA project and its team.

- Definitions of **patterns** and components of web and mobile products.
- **Usability studies**, benchmarks and definition of Components System. SAAS strategy implementations.
- **Stakeholders Coordination**, GANTT.

- **Wireframing**, usability testing and creation of prototypes in AXURE, interface design.

- **Front End Development** (HTML5 - CSS3 - JS - Angular 2 - MongoDB). General redesign and maintenance of SAAS projects, landings, apps.

- Main projects: **HOLA**. Social Network for Companies. **MAPFRE**. Apps and webapps from scratch, Clients' Self Service Platform, Insurance Sellers' Self Service Platform, SOAP Insurance Self Service Platform. **BRIEFLY**: Data Driven Marketing Platform, from ideation to online product.

### RAYA - RAYALAB CHILE

**Senior UX Designer / Web Dev**, Mar. 2016 - Oct. 2016

I was responsible of wireframing, UI design, coding and programming (HTML5 - CSS3 - JS - Angular 2 - MongoDB).

Apps and projects:

- **Hola**: Social network for companies, with modules according company preferences. Home wall, news feed, jobs, education and user profiles.
- **Futbolero**: App for American Football Cup. It consists of an app for companies, with allowed to create leagues. Each participant was supposed to guess each match results. They also could make bets with other collaborators. Gamification was developed in this app.
- **Clap**: Business recognition platform. It consists of an app that allowed to send prizes and recognitions claps and messages to collaborators.
- **Tink**: Referral platform. It consists of an app that allowed people to gain prizes by referring a product to another persons.

### EVENTBRITE - WWW.EVENTBRITE.COM

**Marketing Web Designer & Developer**, Oct. 2014 - Nov. 2015.

- Wireframing, UI Design (according Styleguide - Illustrator, Sketch, Fireworks, Photoshop, pencil and paper) and development of landing pages (HTML5 - CSS3 - JS) for Latin America and the United Kingdom.
- Eventbrite LatAm blogs (Argentina and Brazil) in WordPress (+ PHP).
- Graphic design for facebook and twitter, brochures, ebooks, landings, etc. for Argentina, Brazil, USA (San Francisco), Europe (UK and Germany).
- Project Management with Trello, Asana and Jira. Landing Pages Migration Project was one of my responsibilities.



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- LuciaZandanelTeran
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Two recommendation letters at your disposal.

## RW GROUP MULTIMEDIOS - REVISTABIOREVIEW.COM

**Art and Development Director**, Sep. 2013 - Present (Freelance).

Graphic Design in Illustrator & Photoshop. Books and magazines in InDesign.

Design, development and programming of revistabioreview.com and Latin American organizations' websites (Front-End - Back-End - CSS3 - HTML5 - PHP - MySql). Design and development of Newsletters. Stands 3D modeling.

## PRONET STUDIO - WEB SOLUTIONS - ESTUDIOPRONET.COM

**Visual Designer & Web Developer**, Mar. 2011 - Set. 2014.

- Branding – Graphic Design and Photography work (Illustrator & Photoshop).
- Wireframing. UI Design and web development - UX - CSS – HTML. Web programming - PHP – MySql.

## ESTUDIO RUGGIERO - DISEÑOS S.A. - ESTUDIORUGGIERO.COM.AR

**Graphic and Industrial Designer**, Apr. 2003 - Dec. 2005.

Graphic Design (Freehand), wine labels, Quality 2001 manuals, books (QuarkxPress), prototypes 1:1 y 10:1.

## ANFIBIA - FREELANCE SERVICES

**Graphic, Industrial Designer & Web Developer**, Apr. 2003 - Mar 2016.

Design, development and programming. Editorial Design. Graphic Design. Branding. Industrial Design. 3D Modelling.

## LANGUAGES

Spanish	●●●●●●●●●●	Mother Tongue
English	●●●●●●●●○	Advance Written and Spoken
Italian	●●●●●●●○	Intermediate Written and Spoken
French	●●●●○○○○○	Intermediate
Portuguese	●●○○○○○○○	Basic
German	●○○○○○○○	Basic
Dutch	●○○○○○○○	Basic
Norwegian	●○○○○○○○	Basic
Classical Languages		
Latin	●●●●●●●○	7 years of study
Greek	●●●●●●○	7 years of study

## PERSONAL SKILLS

Project Direction	●●●●●●●●●●
Teams Management	●●●●●●●●●●
Leadership	●●●●●●●●●●
Innovation	●●●●●●●●○
Proactivity	●●●●●●●●○
Communication / Writing	●●●●●●●●●●
Creativity	●●●●●●●●●●

## OTHER SKILLS

User Interface Design	●●●●●●●●●●
User Experience Design	●●●●●●●●●●
Co-creation Methodologies	●●●●●●●●●●
Components Systems	●●●●●●●●●●
Design Systems	●●●●●●●●●●
Atomic Design	●●●●●●●●●●
Accessibility	●●●●●●●●●●
Qualitative research	●●●●●●●●●●
Quantitative investigation	●●●●●●●●○
Innovation Methodologies	●●●●●●●●○
Atomic Research	●●●●●●●●○
Branding	●●●●●●●●○
Animation	●●●●●●●○
Illustration	●●●○○○○○
Merchandising	●●●○○○○○
Editorial Design	●●●●●●●●●●
Industrial Design	●●●●●●●●●●
SEO / SEM	●●●●●●●○

## PROGRAMMING SKILLS

HTML 5	████████████████████
CSS 3	████████████████████
Javascript / JQuery	██████████████████
PHP / MySql	██████████████████
Angular	██████████████████

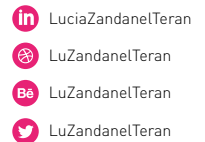
## SOFTWARE SKILLS

Prototyping (Ex. Axure, UXPin, Prototipie)	████████████████████
UI (Ex. Sketch, Figma, Adobe XD)	████████████████████
Design (Ex. Adobe Master Collection)	████████████████████
Co-creation (Ex. Mural, Miró)	████████████████████
Management (Ex. Asana, Trello, Planner)	██████████████████
Data (Ex. Power BI, Analytics, Excel)	██████████████████



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## EVENTS' SPEAKER

### TECH WEBINAR BY BONDA + CODERHOUSE

Dec. 2023

Coderhouse contacted me to prepare a workshop about something that was interesting about User Experience. I prepared a talk about UX and Finance. The title of my webinar was **"The user, your best friend."**

**The importance of UX in Finance".**

[See webinar \(Spanish\)](#)

### DIGITAL EXPERIENCE WEEK

30 Nov. 2021 - 4 Dec. 2021

I was part of the panel **"Managing the banking experience"**, by Elizabeth Basurto, UX Director of Digital Bank, Azteca Bank, Mexico; Belen von Buchwald, Innovation and Digital Design Manager of Produbanco, Perú; and Lucía Zandanel, UX Leader / CX Manager of Coopeuch. Timing: 45 minutes.

[Read post at LinkedIn](#)

## INTERVIEWS & PODCASTS

### DIGITAL EXPERIENCE PODCAST, BY SOHO.CL

Nov. 2022

The co-founder of Soho, Martín Picerno, called me to be part of their podcast. He interviewed me about **Design Systems and Scalable Products.**

[Listen the Podcast in Spotify](#)

[Read post at LinkedIn](#)

### POCKET ANALYTICS, BY OSCAR CAMARILLO

Sep. 2020

Oscar Camarillo, AI and Machine Learning expert, called me to be part of his podcast, Analítica de Bolsillo (Pocket Analytics). He interviewed me about **Customer Experience and Chatbots.**

[Listen the Podcast in Spotify](#)

[Read post at LinkedIn](#)

## AWARDS

### "IDEAS GENERATOR AWARD" - CHILE Jan. 2021.

I was nominated winner of the "Idea Generator" award by the Innovation area of Coopeuch

### "IF DESIGN AWARDS" - BERLÍN Mar. 2023.

I directed the UX/UI Tenpo team's participation in the IFDesign Awards, Berlín. Our proposal was an inclusive and accessible financial app, we were the

winners of two awards, **User Experience** and **User Interface.**

[See UX Award at IFDesign](#)

[See UI Award at IFDesign](#)

### "MOST INNOVATIVE COMPANIES AWARD" - CHILE Mar. 2023.

I was chosen as the innovation representative manager in Tenpo, I directed the application for the award and we won first prize.

## COURSES AND CERTIFICATIONS

### ACCESIBILITY FOR DESIGN SYSTEMS AND DESIGN TEAMS

Certificate by Somosedison.com, Online, Jun. 2023

### UX GAMIFICATION

Certificate by UXGamificados, Online, Nov. 2022

### SCRUM FOUNDATION PROFESSIONAL CERTIFICATE (SFPC)

Certificate by CertiProf. ID: 71567618838588.

### WORKSHOP BEST PRACTICES USABILITY

Finished. Assistant, Jun. 2018. By UX Leader Juan Paulo Madriaza Santiago de Chile - Chile.

### MACHINE LEARNING COURSE

Incomplete. Online, Jun. 2018 - Aug. 2018.

Certification by Stanford University.

### JAVASCRIPT COURSE

Finished. On site, Jan. 2018 - Mar. 2018

Certification by Launchpad. Santiago de Chile - Chile.

### RUBY ON RAILS BACKEND COURSE

Finished. On site, Nov. 2017 - Dec. 2017

Certification by Launchpad. Santiago de Chile - Chile.

### PERSONAL PRODUCTIVITY IN THE DIGITAL ERA COURSE

Incomplete. Online, Oct. 2017 - Dec. 2017

By GOOGLE and Industrial Organization School. Madrid - Spain.

### TWITTER FLIGHT SCHOOL

Finished. Online, Dec. 2015 - Jan. 2016. Certification by Twitter.com

### DIGITAL MARKETING COURSE (BASIC)

Finished. Online, Dec. 2015 - Jan. 2016. Certification by GOOGLE y IAB Spain (Interactive Advertising Bureau). Madrid - Spain.

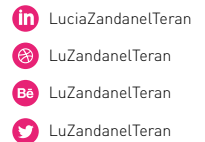
### MOBILE DEVELOPMENT APPS COURSE

Finished. Online, Dec. 2015 - Jan. 2016. Certification by GOOGLE y UCM



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(Universidad Complutense de Madrid). Madrid - Spain.

## E-COMMERCE ONLINE COURSE

Finished. Online, Dec. 2015 - Jan. 2016. Certification by GOOGLE and Industrial Organization School. Madrid - Spain.

## STARTUP TECH 2015 CONFERENCE

Assistant. Nov. 2015 - Santiago de Chile - Chile.

## GERMAN A1 INTENSIVE

Not finished. Aug. 2015 - Nov. 2015 - Goethean Society of Mendoza.

## PORTUGUESE LEVEL 1

Oct. 2014 - Nov. 2015 - By Eventbrite. Mendoza - Argentine.

## ENGLISH LEVEL ADVANCE

Oct. 2014 - Nov. 2015 - By Eventbrite. Mendoza - Argentine.

## UX WORKSHOP: SUCCESSFUL PROTOTYPING

Complete. Assistant. May. 2015. Champagnat University - IXDA Mendoza - Argentine.

## INTRODUCTION TO DUTCH

Finished. Online, Dec. 2014 - Jul. 2015. University of Groningen. Netherlands.

## CULTURAL STUDIES AND MODERN LANGUAGES

Finished. Online, Jan. 2014 - Jul. 2015. University of Bristol. United Kingdom.

## UX WORKSHOP: ISA 14 REDUX

Complete. Assistant. Dec. 2014. UTN University - IXDA. Mendoza - Argentine.

## JAVA INTERMEDIATE COURSE

100% attendance. Oct. 2014 - Dec. 2014. UTN University. Mendoza - Argentine.

## MOBILE APP DEVELOPMENT WORKSHOP

Complete. Oct. 2014. By Champagnat University. Mendoza - Argentine.

## UX WORKSHOP: ACCESSIBILITY

Complete. Oct. 2014. UTN University - IXDA. Mendoza - Argentine.

## UX WORKSHOP: <FRONTDOZA/>

Complete. Oct. 2014. Mendoza University - IXDA. Mendoza - Argentine.

## BASIC PROGRAMMING COURSE - GAMES WITH JAVASCRIPT

100% attendance. Online, Set. 2014 - Oct. 2014. Platzi - E-learning - Los Angeles

## UX WORKSHOP: LET'S SAVE THE USER

Complete. Sep. 2014. UTN University. IXDA. Mendoza - Argentine.

## UX WORKSHOP: USABILITY EVALUATIONS

Complete. Aug. 2014. Aconcagua University. IXDA. Mendoza - Argentine.

## WINE PACKAGING SEMINARY

100% attendance. Jun. 2012. SiteViniTech - Mendoza - Argentine.

## ENGLISH COURSE - TO FIRST CERTIFICATE

Not finished. 2011. Cultural Institute - Mendoza - Argentine.

## FRENCH LEVEL 5 - AVANCÉ 1

Not finished. Oct. 2011 - Nov. 2011. Alliance Française - Mendoza - Argentine.

## FRENCH LEVEL 4 - A2 INTER 3

Finished. Jul. 2011 - Oct. 2011. Alliance Française - Mendoza - Argentine. Final exam: 80%

## FRENCH LEVEL 3 - A2 INTER 2

Finished. Mar. 2011 - Jun. 2011. Alliance Française - Mendoza - Argentine. Final Exam: 80%

## ITALIAN LEVEL 3

Finished. Mar. 2011 - Dec. 2011. UTN University - Mendoza - Argentine. Final Exam: 90%

## FRENCH LEVEL 2

Finished. Mar. 2010 - Dec. 2010. UTN University - Mendoza - Argentine. Final Exam: 78%

## ITALIAN LEVEL 2

Finished. Mar. 2010 - Dec. 2010. UTN University - Mendoza - Argentine. Final Exam: 90%

## FRENCH LEVEL 1

Finished. Mar. 2009 - Dec. 2009. UTN University - Mendoza - Argentine. Final Exam: 75%

## ITALIAN LEVEL 1

Finished. Mar. 2009 - Dec. 2009. UTN University - Mendoza - Argentine. Final Exam: 95%

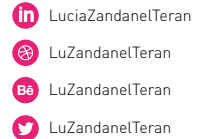
## ENGLISH LEVEL 5 UPPER INTERMEDIATE - ADVANCE

Finished. Mar. 2009 - Dec. 2009. National University of Cuyo Philosophy and Literature Faculty - Mendoza - Argentine. Final Exam: 100%



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## ENGLISH LEVEL 4

Finished. Aug. 2008 - Dec. 2008. National University of Cuyo Philosophy and Literature Faculty - Mendoza - Argentine. Final Exam: 95%

## MACROMEDIA FLASH 6.0 COURSE LEVEL 2

Finished. Aug. 2007. National University of Cuyo - Design and Arts. Mendoza - Argentine.

## 3D STUDIO MAX 7 COURSE

Finished. Jun. 2007  
National University of Cuyo - Design and Arts. Mendoza - Argentine.

## RHINOCEROS 3.0 LEVEL 1 COURSE

Finished. Jun. 2007. National University of Cuyo - Design and Arts. Mendoza - Argentine.

## AUTOCAD 3D COURSE

Finished. Jun. 2007. National University of Cuyo - Design and Arts. Mendoza - Argentine.

## MACROMEDIA FLASH 6.0 COURSE LEVEL 1

Finished. Apr. 2007. National University of Cuyo - Design and Arts. Mendoza - Argentine.

## AUTOCAD 2D 2004 COURSE

Finished. Apr. 2007. National University of Cuyo - Design and Arts. Mendoza - Argentine.

## UNIVERSITY LEADERSHIP COURSE

Finished. Mar. 2004 - Azul - Buenos Aires - Argentine.

## MICROSOFT OFFICE ADVANCE

Finished. Oct. 2002 - Dec. 2002. Catholic University of Salta - Argentine. Final Exam: 100%

## ENGLISH BASIC - INTERMEDIATE - ADVANCE

Finished. Mar. 1995 - Dec. 2002. Good News Institute. Salta - Argentine.

## ENGLISH OLYMPICS

Protagonistic role in play. Oct. 2000. Good News Institute. Salta - Argentine.

## ENGLISH OLYMPICS

Protagonistic role in play. Oct. 1999. Good News Institute. Salta - Argentine.

## REFERENCES

### CHRISTIAN PATIÑO

DIGITAL STRATEGY AND INNOVATION MANAGER

COOPEUCH. christian.patino@coopeuch.cl +56 9 9943 7405

### RUBÉN ULLOA

DIVISIONAL MANAGER - DIGITAL TRANSFORMATION  
COOPEUCH. ruben.ulloa@coopeuch.cl +56 9 7569 9952

### JUAN PAULO MADRIAZA

DESIGN MANAGER - MERCADO LIBRE - jpmadriaza@gmail.com  
+56 9 8501 7345

### FEDERICO SALA

CRO - BICE BANK - federicosala@gmail.com  
+56 9 5536 6264

### NICOLAS DUJOVNE

TI MANAGER - BICE CORP BANK - ndujovne@gmail.com  
+56 9826 5757  
linkedin.com/in/nicolasdujovne

### GUSTAVO ROJAS

EX-HEAD UX - BCI BANK - HEAD OF FUTURE - MULTIPLICA  
+56 9 9677 5550

### SERGIO SAINZ

GENERAL DIRECTOR - RW GROUP - ssainz@rwgroup.com.ar  
+54 9 261 587 8811

### ANALÍA BASUALDO

DESIGN MANAGER LATAM - PRODUCT MANAGER - EVENTBRITE  
ana@eventbrite.com  
+54 9 261 598 0685

### CAROLINA PEREZ MORA

SOCIAL MEDIA MANAGER - EVENTBRITE - CO-FOUNDER - EGG  
EDUCATION - caroperezmora@gmail.com  
+54 261 500 8812

## REFERENTS

Joe Natole, Alan Cooper, Jakob Nielsen, NNGroup, Yury Vetroy, Steve Krug

## FREE TIME

Playing the guitar and singing.

Learning new things, new languages.

Writing magic-realistic tales and reading (Antoine de Saint-exupéry).

Swimming, riding bikes, rollerblading.

Learning Algorithms - Rubik 3x3 - 4x4 - Megaminx - Mirror.

Pole Sport discipline.

**DIPLOMAS, CERTIFICATES AND  
ACCREDITATIONS ARE AVAILABLE**



*Lucía Zandanel Terán  
Magister in CX Management*