



MONSERRAT MORENO

SERVICE DESIGNER

USER RESEARCH | FACILITATION | DATA ANALYTICS AND
STORYTELLING | SERVICE BLUEPRINTING

CONTACT

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SUMMARY

I am a Service Designer **passionate** about creating a better world, service by service. My journey includes overcoming the challenge of **teaching** service design at universities and **establishing service design departments** in businesses. Internationally, I've led **workshops** at events like the SDN Next Gen Conference 2023 and **mentored** service designers globally through ADPList. With a broad spectrum of research methodologies and business problem-solving models, **my expertise spans customer, employee, and student experience projects.** Currently, I'm **leading research** on the history of service design in Latin America as a member of the Service Design Network and **servicing as an ambassador** for The International Society of Service Innovation Professionals.

SKILLS

- Human-Centered Design (HCD) and Research
- Service Design and Strategy
- Advanced User Research Methods
- Design Thinking and Rapid Prototyping
- Familiarity with Figma, Sketch, InVision, Miro, Mural, Adobe Creative Suite
- Collaboration in Multi-Disciplinary Teams
- Group Facilitation, especially with Senior Leaders
- Cross-Channel Experience Design
- Designing for Data-Intensive and Complex Systems
- Product Design Processes
- Excellent Oral and Written Communication
- Agile and Scrum Framework Experience
- Adaptability in Fast-Paced Environments
- Illustration using Procreate

EXPERIENCE

SERVICE DESIGNER CONSULTANT

Business Geek

2015 - Present

As an independent Service Designer, I've worked with various public and private institutions, including some of Mexico's most prestigious universities. My role encompasses identifying needs, designing proposals, negotiating projects with a clear quantification of necessary resources, closing deals, and preparing for project initiation. Depending on the case, I either collaborate with the client's internal team or assemble a team of external specialists. I manage the project, serve as the main facilitator, and maintain client relations to keep expectations realistic and aligned with agreements. My focus is on maintaining project momentum and ensuring objectives are met on time and to standard. **My detailed project experiences can be viewed here.**

SALES COMPENSATION BUSINESS CONSULTANT

Hewlett Packard Enterprise

2010 - 2015

In my role, I investigate and resolve commission claims and account reconciliation issues, working closely with various departments to prepare detailed sales commission reports. I utilize reporting and analytics to craft presentations and recommendations for sales and finance management. Additionally, I specialize in creating engaging and insightful communications for senior executive levels, ensuring they are innovative, visually appealing, and impactful. Collaborating with senior leadership, I focus on making presentations effective and easily understandable for the targeted audience.

EDUCATION

2016

University of Salamanca

STRATEGIC DESIGN PROGRAM

2022 - IN PROGRESS

National Center for the
Evaluation of Higher
Education

BACHELOR'S DEGREE IN MARKETING

I am currently validating my +12 years of experience in the innovation industry through Article 286, expecting to receive my official degree in 2024.

CERTIFICATIONS

Service Design Network

SERVICE DESIGN MASTER

International Service
Design Institute

SERVICE DESIGN MASTER

Google

UX DESIGN DATA ANALYTICS PROJECT MANAGEMENT

Cole Nussbaumer Knaflic

PLAN, CREATE AND DELIVER YOUR DATA STORY