



Ana María Ospina

SERVICE & UX DESIGNER



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Service Designer specialized in digital products, blending strategy, research, and UX to craft seamless and impactful experiences. Driven by user-centered design and innovation.

WORK EXPERIENCE

Lead Senior Designer apr 2022 - sep 2025 3 years - 5 months	AUNA Worked on various projects to enhance patient care and operational efficiency, optimizing the healthcare services provided by Auna. My contributions included helping teams identify areas for improvement, mapping gaps in the insurance invoicing process, and developing solutions to enhance the oncology patient journey.
Service Designer Design Lead jan 2019 - mar 2022 3 years - 3 months	TYBA - CREDICORP As the design team lead, I was responsible for shaping the user experience of a new digital financial service, from conception to launch, operation, and ongoing evolution.
Design Fellow Researcher Conf. Manager Assistant oct 2017 - oct 2018 1 year	DESIS Lab - POLITECNICO DI MILANO As a research fellow at Polimi DESIS Lab, I mapped the landscape of Service Design for ServDes2018, a conference held in Milan from June 18-20, 2018. http://www.servdes.org/conference-2018-milano/
Senior UX Designer jul 2017 - dec 2017 6 months	IFAD - INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT (UN Agency) Contributed to the redesign of IFAD's intranet system, used by thousands of employees across multiple international locations.
Service Design Intern mar 2016 - sep 2016 7 months	DESIS Lab - POLITECNICO DI MILANO I joined Politecnico's DESIS Lab team to support the development of tools and the organization of Co-Creation and Co-Design workshops for the CIMULACT project in Milan. CIMULACT (Citizen and Multi-Actor Consultation on Horizon 2020) engaged over 1,000 citizens across 30 European countries to shape a sustainable future. www.cimulact.eu
Web Designer feb 2014 - Jan 2015 1 year	PUBLICACIONES SEMANA As part of the New Media team, I designed and developed front-end solutions for the company's web portals, including newsletters and special editions.
Digital Product Manager may 2012 - jun 2013 1 year, 1 month	PUBLICAR As the company transitioned from print to digital, I was part of the team responsible for proposing new digital products and strategies to complement the Yellow Pages, the company's flagship product. Using a Lean Startup approach, we developed and launched high-traffic portals while also training the salesforce to adapt and sell these new digital solutions.
Web Markup Leader mar 2011 - may 2012 1 year, 2 months	PUBLICAR Design and maintenance of the web portals.
Web Markup Leader/ Junior Client Manager jun 2009 - oct 2010 1 year, 4 months	AR SOLUTIONS At AR Solutions, I began by designing wireframes and web mockups and gradually took on leadership responsibilities, managing a small team and working with high-profile clients, including managers of renowned pop artists. I learned to translate client needs into effective digital strategies, aiming to increase traffic, engage communities, and open new sales channels.

PUBLICATIONS

Meroni, A., Ospina, A., Villari, B., Eds. (2018) *ServDes2018. Service Design Proof of Concept, Proceedings of the ServDes.2018 Conference, 18-20 June, Milano, Italy.* Jul 5, 2018 Linköping University Electronic Press, Linköpings Universitet

Philine Warnke, Fraunhofer ISI; Anna Meroni, Martina Rossi, Daniela Selloni, Ana María Ospina Medina, Politecnico di Milano *First draft of social needs based research programme scenarios An illustrated proposal for the set of research programmes addressing the overarching social needs derived from the citizens' visions* Jun 30, 2016

EDUCATION

Service Designer POLITECNICO DI MILANO MSc Product Service System Design - Milan, Italy mar 2015 - apr 2017. Grade:110/110
Course: HTML5 and CSS3 website creation GREEN KNOW GK: Certified Adobe Instructor aug 2014
Industrial Designer PONTIFICIA UNIVERSIDAD JAVERIANA Bachelor of Industrial Design - Bogotá, Colombia aug 2005 - may 2011 Grade: 4.4/5.0

AWARDS

DSU Scholarship Beneficiary POLITECNICO DI MILANO Diritto allo Studio Universitario. The benefits are awarded on the basis of specific merit and financial requirements.
PCB Scholarship - Colfuturo Colombia Considers three main criteria: academic quality of students, the quality of the study program, and the comparison amongst all applicants.

SKILLS

KNOWLEDGE AND METHODS

Service Design & Innovation

- HARD SKILLS:
- Service design methodologies (Double Diamond, Design Thinking, Human-Centered Design)
 - Journey mapping & service blueprinting
 - User research (qualitative & quantitative methods, usability testing, ethnographic studies)
 - Prototyping (digital & service experiences)
 - Design strategy (aligning user needs with business goals)
 - Workshop design & facilitation (ideation, co-creation, prioritization)
 - Systems thinking & process mapping
 - Digital design tools (Figma, Miro, Maze)
 - Workflow definition and wireframing
- SOFT SKILLS:
- Strategic thinking & decision-making
 - Stakeholder management & influence
 - Leadership & mentoring
 - Collaboration & co-creation across disciplines
 - Communication & storytelling
 - Empathy & adaptability

Development

Experienced working under agile frameworks such as Scrum and Kanban using Jira.

Did front-end development: CSS3, HTML5, Wordpress, ASP.NET MVC Visual Studio, Responsive Design (Bootstrap) and JQuery Plugin implementation.

🌀 In constant iteration!

LANGUAGES



LET'S DESIGN TOGETHER!