

Ana María Ospina, Senior Service & UX Designer

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LINKS

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PROFILE

Senior Service and UX Designer with a strategic mindset and hands-on experience in creating digital products in healthcare, finance, and international organizations. Skilled in connecting business goals, technology, and user insights to craft efficient, intuitive, and human-centered experiences. I have led design teams, optimized complex processes, and contributed to tangible improvements in operational efficiency and user experience. Currently focused on integrating AI into design processes (prompting, evaluating outputs, and designing experiences with intelligent systems).

KEY SKILLS

Service Design	Design strategy
UX Design	Systems thinking
User Research (qualitative and quantitative)	Stakeholder management
Journey mapping and service blueprinting	Tools: Figma, Miro, Maze, Sketch, UX Pilot, Bizagi
Workshop facilitation	Agile (Scrum and Kanban in Jira)
Interaction and interface design	Front-end basics: HTML5, CSS3, Bootstrap, Wordpress
Prototyping (low to high fidelity)	
Usability testing	Currently learning: ML applied to UX, including prompting, output evaluation and design for AI-based systems (Claude, Cursor, Figma Make, Botpress).

PROFESSIONAL EXPERIENCE

Apr 2022 - Sep 2025	Lead Senior Designer, Auna	Medellín (for Peru)
	- Led the design of targeted interventions and an internal digital platform for the billing cycle. Efficiency was increased in more than 11 operational and medical areas, impacting more than 4,500 hospital accounts per month. - Mapped the oncology patient journey, defined key performance indicators, and supported SaaS integration to help teams identify and address critical issues	
Jan 2019 - Mar 2022	Design Lead, Tyba	Bogotá
	- Led the end-to-end design process for four digital financial products guiding discovery, definition, launch, and continuous improvement. - Built and scaled the design team from scratch to 14 people, establishing UX, UI, and research capabilities, and fostering a solid design culture in the organization	
Jul 2017 - Dec 2017	Senior UX Designer, IFAD (UN Nations)	Rome
	Contributed to the redesign of the IFAD intranet used in multiple international offices, improving information architecture and usability for hundreds of employees.	

Mar 2016 - Oct 2018	Researcher fellow / Intern, DESIS Lab - Politecnico di Milano	Milan
	· Performed research at Polimi DESIS Lab, mapping the Service Design landscape for ServDes2018 — conference held in Milan (June 2018). · Collaborated on the development of co-creation tools and workshops as part of the CIMULACT project of the European Union's Horizon 2020 program.	
Feb 2014 - Jan 2015	Web Designer, Publicaciones Semana	Bogotá
	· Contributed to the New Media team designing solutions for web portals, newsletters, and special digital editions.	
Mar 2011 - Jun 2013	Digital Product Manager / Web Markup Leader, Publicar	Bogotá
	· Supported the company's transition from print to digital by developing new products and complementary strategies to the Yellow Pages. · Designed and updated web portals.	
Jun 2009 - Oct 2010	Web Markup Leader, AR Solutions	Bogotá
	· Designed wireframes and web mockups and coordinated deliverables with clients.	

EDUCATION

Mar 2015 - Apr 2017	MSc in Product Service System Design, Politecnico di Milano Grade: 110/110
Aug 2005 - May 2011	Bachelor in Industrial Design, Pontificia Universidad Javeriana Grade: 4.4/5.0

COURSES

Aug 2014	Website creation with HTML5 & CSS3, Green Knowhow
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PUBLICATIONS

Jun 2018	<u>Service Design Proof of Concept, Proceedings of the ServDes.2018 Conference</u> , 18-20 June, Milano, Italy
Jun 2016	<u>First draft of social needs based research programme scenarios</u> , CIMULACT, 2016. Milano, Italy

LANGUAGES

Spanish - Native, English - Advanced, Italian - Intermediate
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SCHOLARSHIPS

DSU (Diritto allo studio Universitario)
PCB Colfuturo