


# **JOINING THE DOTS BETWEEN PEOPLE AND TECHNOLOGY**

LUCILA DE PASQUALE - CV

## LUCILA DE PASQUALE


I am a UX designer and digital innovation strategist. Whether mobile or web, I can help build products and services which enchant users and provide lasting value to the business. From defining Customer Experience strategies to producing pixel perfect visuals, I can lead and develop teams to get things done.

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SEE MY PORTFOLIO

## WORK EXPERIENCE

### THOUGHTWORKS

#### LEAD CONSULTANT - EXPERIENCE DESIGN

Global technology consultancy specialized in digital innovation.

- Lead UX practices for projects in Singapore.
- Help organizations shape and build their digital strategy, balancing user needs with technical and business constraints.
- Lead responsive and cross functional teams which are able to rapidly adapt to changes.
- Build data-driven products and services, where every design decision is based on user feedback.
- Bring clients along in the design journey, educating them about usability, user-centered values and innovation.
- Give talks and organize industry conferences such as Agile Singapore and Lean Product Innovation.
- Clients include: Samsung, Standard Chartered Bank, Bankwest, Credit Suisse amongst others.

2015 - Present - Singapore

### TAIGER, ARTIFICIAL INTELLIGENCE

#### HEAD OF THE DESIGN AND UX MADRID

Company specialized innovation through artificial intelligence technologies such as NLP and semantic search.

- Lead the team of UX and visual designers.
- Collaborated with clients to come up with digital strategies and translate them into detailed designs.
- Carried out iterative design projects where I had to do research, service mapping, prototyping, product testing to translation of digital strategy into detailed interface designs.
- Projects involved designing chatbots, online banking services and e-government platforms.
- Clients include: Government of Singapore (HDB and IDA), Government of Spain, Vodafone, Santander Bank and Standard Bank.

2014 - 2015 - Spain

### PAFF, CONSULTANCY

#### FOUNDER AND PARTNER

Consultancy specialized in digital strategy and innovation.

- Designed workshops and training sessions on technology foresight, User-Centred Design and Lean methodologies.
- Workshops were aimed at all employees, including upper-management.
- Clients include: Government of Buenos Aires, Western Union, Ashoka and Medoro.

2014 - 2015 - Spain

**THE REPORT COMPANY****CONSULTANT**

Company specialized in global communication.

- Developed projects in different countries which involved carrying out field research through face-to-face interviews with key state officials with a view to gathering content and sponsorship for supplements distributed in newspapers such as The Guardian (UK), The Times (UK) and The Economic Observer (China).

2013 - 2014 - Spain/UK

**INSITUM****DESIGN AND INNOVATION CONSULTANT**

Multinational consultancy specialized in innovation and design solutions.

- Conceptualized, prototyped, validated new digital services. This involved designing artefacts such as personas, usage scenarios, task flows and wireframes.
- Clients included: The Walt Disney Company, Banco Santander, Farmacity and Banco Galicia.

2012 - Argentina

**UNIVERSITY OF BUENOS AIRES****DESIGN TUTOR**

Faculty of Architecture, Design and Urbanism in South America's 1<sup>st</sup> design college.

- Lead university courses for the design students. Personally responsible for 100 students per year.
- Awarded an university grant to develop a research project related to the course (Usability on urban services).

2010 - 2013 - Argentina

**S.G. NEWSPAPER CONGLOMERATE****DESIGNER**

- Designer in the team responsible for major e-publications such as Clarin, Argentina's leading newspaper.

2010 - 2012 - Argentina

**INSTITUTE CERVANTES OF SWEDEN****DESIGNER**

- Organization aimed at promoting Spanish culture. Design and digital communication strategy for it's Swedish subsidiary.

2010-2011 - Argentina

**AWARDS AND ACHIEVEMENTS****SCHOLARSHIP FOR ACADEMIC EXCELLENCE**

Awarded by Santander Bank for best GPA in Argentina's National University, class of 2012.

**WINNER OF IED DESIGN SCHOLARSHIP**

Awarded by Istituto Europeo di Design (Madrid's leading design school) after a design contest.

**SPEAKER / ORGANIZER OF INDUSTRY TALKS**

Such as [International Semiotic Association](#), [Agile Singapore](#) and [Lean Product Innovation](#).

**EXHIBITIONS**

Design projects featured in design exhibitions such as Puma Art, Innovar2013 and MICA.

**PUBLICATIONS**

Design projects featured in international magazines such as: Newwebpick, GOOO and Chickismiqui.

**HOLDER OF ACADEMIC RESEARCH GRANT**

Offered by the University of Buenos Aires to carry out a research on usability in digital urban services.

## EDUCATION

### UNIVERSIDAD DE BUENOS AIRES

First class honours degree in Design.  
Best GPA (9.24/10) in Argentina's National University, Faculty of Design.  
Scholarship for Academic Excellence.  
2008 - 2012 - Buenos Aires, Argentina

### INSTITUTE EUROPEO DI DESIGN

Postgraduate course on Design Thinking for business transformation.  
2008 - 2012 - Barcelona, Spain

### H2IINSTITUTE

Postgraduate course on User-Centered Design, Business Design and Lean start-up.  
2008 - 2012 - Madrid, Spain

### COPENHAGEN INSTITUTE OF INTERACTION DESIGN

Intensive course on Service and Interaction Design.  
2014 - Copenhagen, Denmark

### ÉCOLE EMIL COHL

1 year intensive art foundation course.  
2006 - Lyon, France

### TRILINGUAL BACHELORS DEGREE


Lycée Espagnol de Paris (trilingual High School).  
2000 - 2005 2006 - Paris, France

## LANGUAGES

 **SPANISH : NATIVE SPEAKER**

 **ENGLISH : BILINGUAL**

IELTS: 8/9  
IGCSE, Cambridge University, UK.  
First Certificate, Cambridge University, UK.


 **FRENCH : PROFICIENT**


Diplôme Avancé d'Etudes Française (DEFAV).  
Université Lumière Lyon 2, France.


 **ITALIANO : AB INITIO**

Introductory course at Dante Alighieri Association.  
Introductory course at Cité Internationale, France.

## SKILLS

 Digital Strategy  
Customer experience  
User-centred design  
Interaction and visual design  
Service design  
User Research  
Process Analysis  
Design thinking  
Interaction design  
Information architecture  
Multi-channel experiences

 Leadership  
Coaching  
Working in cross-functional team  
Project Management  
Strategic Envisioning  
Workshop facilitation  
Start-up mindset  
Agile methodologies  
Lean methodologies

 Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Sketch  
Axure  
Prototyper  
Invision  
Adobe After Effects  
Adobe Flash  
HTML - CSS