MARI GIAMPIETRI

UX/UI Designer | Product Design Strategist | Illustrator
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PROFESSIONAL SUMMARY

Strategic UX/UI Designer with over 7 years of experience in creating intuitive digital products and improving user experiences. Experienced in aligning business objectives with human-centered design, collaborating with cross-functional teams, and achieving meaningful results. Successfully contributed to the development of digital products, testing MVPs, and implementing accessibility improvements in educational and government sectors. Skilled in human-centered design methodologies, user research, data analysis, and critical thinking.

PROFESSIONAL EXPERIENCE

UX DESIGNER SENIOR

Laureate Education Peru | 2022 - Present

- **Led conversational design** for UPC undergraduate prospect chatbots and B2B educational offering landing pages, driving engagement and conversion
- **Lead Product Designer – "Decide tu Futuro"** Gamified vocational guidance platform for Peruvian high school students. Led UX/UI design to help students explore careers and discover their strengths through engaging, interactive experiences.
- **Lead Designer** for UPC school prospecting platform and institutional portals for EPE and Cibertec, ensuring consistent user experience across platforms
- **Led implementation of human-centered design (HCD) methodologies** across digital products and services for UPC, UPN, and Cibertec educational institutions
- **Actively collaborated with cross-functional teams** (front/back-end developers, QA, marketing, research, Growth, Data Analytics, AI specialists, and Product Owners) to align business objectives with user expectations
- **Conducted comprehensive user research** including interviews and usability testing to optimize information architecture and improve digital products based on analytics and CSAT analysis
- **Identified strategic opportunities** for digital projects, including proposing an AI-generative solution to significantly improve the admission experience for prospective students

Achieved results:

- Optimized user experience across EPE and Cibertec portals
- Delivered high-value digital products and MVPs
- **Achieved 10% conversion rate** from leads to applicants and **29% conversion rate** from applicants to enrollments by March 2025 through the implementation of an engaging conversational structure in chatbots that effectively generated user connections leading to higher conversion rates

DIGITAL PRODUCTS AND SERVICES DESIGN EXPERT

UPC (Universidad Peruana de Ciencias Aplicadas) | 2020 - 2022

- **Led end-to-end UX/UI design** for key products including Graduate School E-commerce platform, UPC Events Portal, EPG Student Guide, and UPC TV
- **Applied service blueprinting and customer journey mapping** to enhance the Graduate School E-commerce experience, improving user flow and conversion
- **Redesigned the UPC Undergraduate Admissions page**, significantly improving user experience for information access and contact data registration
- **Developed UPC Design System v1.0** to ensure consistent user experiences across digital properties, increasing design efficiency and product cohesion
- **Coordinated collaboration with cross-functional teams** (front/back-end developers, QA, marketing, research, Growth, Data Analytics, and Product Owners) to align business needs with user expectations
- **Participated in internal innovation challenges**, proposing novel solutions to benefit university students
- **Served as a key member** of the Growth team, focusing on conversion optimization strategies and data-driven design decisions

UI DESIGNER
Startup Wawi - Rimac Seguros | 2019 - 2020

- **Designed comprehensive UX/UI solutions** for patient-facing Android app and physician-facing web portal for appointment management and patient history
- **Conducted in-depth user interviews and usability testing** to validate design decisions and iterate on solutions
- **Created low and high-fidelity prototypes** and sacrifice concepts to test hypotheses and validate user needs
- **Mapped customer journeys and service blueprints** for the app experience, appointment booking, and attendance processes
- **Developed the startup's brand identity** including naming, presentation designs, and marketing materials
- **Managed community engagement** across social media platforms (Facebook, Instagram)
- **Achieved 25% increase** in usability and user satisfaction, particularly for key functions like medical appointment booking

UI DESIGNER
PCM (Presidency of the Council of Ministers of Peru) | 2018

- **Improved UI experience** for the Gob.pe platform and OSCE "Provider Search" portal
- **Implemented web accessibility best practices** to ensure inclusive design for users of all abilities
- **Conducted UX analysis** of digitized procedures and services to identify improvement opportunities
- **Created low and high-fidelity prototypes** based on user research findings to validate design solutions
- **Designed the Gob.pe style guide v1.0**, establishing design standards for Peru's government portal

- **Collaborated with cross-functional teams** using agile methodologies: Design Thinking, Scrum, and Kanban
- **Presented design improvements** to PCM authorities and key stakeholders, securing buy-in for implementation
- **Achieved 10% increase** in web accessibility, enhancing platform usability for all citizens

Complete work experience: https://www.linkedin.com/in/marigiampietri/

EDUCATION AND CERTIFICATIONS

- **Finance and Budget Management** - Colectivo23 (2025)
- **Digital Product Design** - Colectivo23 (2024)
- **Bachelor's Degree in Advertising Direction** - ISIL (2024) - *Top of the Class: First Place in Advertising Direction*
- **Digital Product Management & Continuous Discovery** - Kurios (2023)
- **Growth Hacking Marketing** - UPC Graduate School (2021) - *First in class*
- **Advanced English Program (Wetalk)** - UPC (2021)
- **Negotiation Techniques and Agreement Closing** - UPC Graduate School (2020)
- **Digital Transformation: Challenges and Trends** - USIL (2020)
- **Power Pitch** - UTEC (2019)
- **Scrum and Kanban** - UTEC (2019)
- **Digital Marketing** - Centrum PUCP (2018)
- **Design Thinking** - Centrum PUCP (2017) - *First in class*
- **Personal Marketing** - PUCP (2017)
- **Neuromarketing** - UPC Graduate School (2017) - *First in class*
- **Concept Art** - EAD Digital Art School (2013)
- **Advertising Direction and Design** - Toulouse Lautrec (2011) - *Cum Laude*

SKILLS

Technical Skills

- **User Experience Design**: End-to-end user experience, Human-Centered Design (HCD), wireframing, prototyping
- **User Research**: In-depth interviews, usability testing, product discovery processes
- **Information Architecture**: Analysis and optimization of content structures
- **Service Design**: Customer journey mapping, service blueprints
- **Design Systems**: Development and implementation of design standards
- **Visual Communication**: High-impact presentation design, graphic and editorial design, photography
- **Illustration**: Digital and traditional illustration, concept art, character design

Soft Skills

- **Leadership**: Team coordination, project management, stakeholder communication
- **Collaboration**: Cross-functional teamwork, empathy, active listening
- **Problem-solving**: Analytical thinking, creative solutions, result orientation
- **Adaptability**: Resilience, flexibility, continuous learning

TOOLS

- **Design & Prototyping**: Figma, Adobe XD, Photoshop, Illustrator, InDesign
- **AI Fast prototyping:** Google AI Studio, Claude Design, Lovable, Figma make, Google stitch
- **AI powered research:** Perplexity, Claude, Chatgpt
- **Project Management**: Azure DevOps, ClickUp, Slack, Teams, Jira, Trello
- **Office**: Word, PowerPoint, Excel (basic)

LANGUAGES

- English (C1) - 5.0 of 6 5.0 of 6 CEFR : C1 100 of 120 TOEFL
- Spanish (Native)