

Maria Ana Barrera

BUSINESS STRATEGY

SERVICE DESIGN

DESIGN RESEARCH

PROJECT MANAGEMENT



EDUCATION

- 2023 • **Measuring what matters | Course certificate**
University of Texas - Online
- 2023 • **Value Based Healthcare | Course certificate**
Harvard Business School
- 2021 • **Growth 101 + Digital Product Management | Course certificate**
Kurios
- 2019 • **Human Centered Healthcare | Course certificate**
Parsons The New School - Online
- 2014 • **MPS Design Management | Master of Professional Studies**
Pratt Institute, New York – United States
Indexed publication: “WILL (Wellbeing Initiative for Learning and Living): How can strategic design help chronic disease patients manage their health and wellbeing?” | Design and Emotion
- 2010 • **Industrial Design | Bachelor degree**
Universidad de los Andes, Bogotá – Colombia

CURRENT ROLE & RESPONSIBILITIES

03.2020 - current **Lead Designer | Auna, LATAM**
Leadership-wise...

- Lead and support designers and researchers. Defining career paths, driving an open-feedback culture, and mentoring their development
- Lead the co-creation of the Design, Innovation and Digital fabric workflow and methodology
- Support management in the definition of the company's digital transformation roadmap
- Lead projects and teams from inception to execution and further measuring
- Design workshops and courses to teach design and innovation throughout the organization

Project-wise...

- Discover healthcare opportunities to be addressed through design (combining multiple channels both physical and digital)
- Conceptualize creative and sustainable solutions and orchestrate the participation of different stakeholders to secure results
- Plan, lead, and execute innovation and digital transformation projects from conception to completion
- Design and execute research plans (combining various tools and methodologies)
- Map user journeys and blueprints to visualize the user's end-to-end experience including multiple interaction channels
- Define and launch pilots and MVPs monitoring metrics to measure ongoing improvement

Greatest achievements:

- Designing and launching the company's telehealth strategy in 3 days responding to patients' needs at the beginning of the pandemic
- Designing and launching Auna's patient portal (App and Web)
- Defining the organization's methodology to design and launch digital products
- Mapping the entire user journey when interacting with Auna's private health insurance
- Launching a WhatsApp (chat) service for Pediatric orientation and counseling

Design strategist with 13+ years of experience across innovation, strategic design and digital transformation.

I focus on understanding what drives people and businesses to find sustainable solutions to complex (and simple) problems.

Knowledgeable around various research methodologies, service design, customer experience and systems thinking.

I enjoy collaborating with team members to translate research into insights and insights into actionable, and measurable outcomes.

With experience working in different sectors...

- Healthcare
- Finances
- Telecommunications
- Education
- Public Sector

...In a variety of cultures

- Colombia
- Perú
- Panamá
- United States
- Spain

CONFERENCES AND TALKS

- *Lanzando la teleconsulta en Auna en 3 días*
Open Salud Lab - 2023
- *Digital as a means, not an end*
Roche Digital Fest - 2022
- *Redesigning the way genetic counselors work to improve efficiency* | National Society of Genetic Counselors
Utah - 2019
- *How might we define the right metrics to measure patient experience?* | Planetree International
Orlando - 2019
- *Las 5 premisas para trabajar innovación en salud* | Designit
Bogota - 2018
- *Aplicando el sentido común al diseño de servicios y procesos* | eXperience
Medellin - 2016

OTHER EXCITING WORK EXPERIENCE

- 10.2015 - 02.2020 **Lead Service Designer | Designit, Colombia**
- Leadership-wise...**
- Act as Cooper Professional Education LATAM liaison: promoting and teaching Cooper's certified design courses
 - Co-lead the "health and wellbeing" chapter studying trends, mapping potential futures, creating educational content, and giving lectures and workshops
 - Plan, lead, and execute education, innovation, digital and cultural transformation projects from conception to completion
 - Plan and execute workshops and courses to teach design and innovation methodologies to different clients' areas and stakeholders.
 - Design workshops and courses to teach design and innovation throughout clients' organizations

Project-wise...

- Plan, lead and execute digital transformation and innovation projects from conception to completion
- Design and execute research plans (combining various tools and methodologies) Propose and execute research and design projects to understand current services and map opportunities
- Design and deploy new services and business to address unmet needs

Greatest achievements:

- Defining the strategy to internationalize Nequi (Bancolombia's neobank)
- Co-creating with the World Economic Forum the methodology to design public policy
- Co-leading the Health and Wellbeing chapter to create content for talks, pitches and projects
- Creating and managing Designit LATAM hiring process

2015 **User Experience Consultant | Polymath Ventures, Colombia**

2014 - 2015 **Service designer & researcher (from intern to contractor) | Mayo Clinic Center for Innovation, USA**

2012 - 2014 **External consultant | Design and digital experience | Prodigy Network, Colombia and USA**

2011 - 2012 **Researcher | Universidad de los Andes, Colombia**
Indexed publication: "Emotional design methodology based on cultural values as a tool for innovation: An approach", Leading Through Design

2011 **Account manager | Lip LTDA, Colombia**

2009 **Assistant coordinator SiGraDi 2010 | Universidad de los Andes, Colombia**

2009 **Internship | STEM Medicina Regenerativa, Colombia**

LANGUAGES

Spanish 100%
English 100%

ACADEMIC WORK EXPERIENCE

2022 - present **Practitioner | Service design, Research methodologies and Conceptualization for UX designers | Colectivo 23**

2023 **B2B Professor | Design and innovation methodologies for businesses | VIA, Fruta**

2019 - 2020 **Professor | Design thinking and Research for beginners | Cooper Professional Education**

2017 - 2019 **Professor and mentor | Service Design, Research and analysis | H2i Institute**

2009 **TA | Studio 7/Wellness | Universidad de los Andes**

2007 - 2008 **TA | Sketching the Human Body | Universidad de los Andes**