

# Katya Meneses

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+ 1 (647) 522-3496

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## SUMMARY OF QUALIFICATIONS

- Highly skilled Service Designer with expertise in creating exceptional customer experiences, identifying pain points, and designing innovative solutions.
- Proficient in user-centered design principles, wireframing, and prototyping.
- Proven track record of delivering results-driven designs that improve user engagement and drive business growth.
- Strong communicator with excellent interpersonal skills, able to work independently or in teams to drive results.

## PROFESSIONAL EXPERIENCE

### **CX Service Designer**

Apr 2023 – Present

*Questrade*

- Designed and implemented service design initiatives that improved customer satisfaction ratings by 15%.
- Developed and led stakeholder's workshops to re-imagine service blueprint, reducing processing times by 20%.
- Uncovered opportunities for digital transformation by mapping end-to-end customer journeys and identifying areas for improvement.
- Developed innovative solutions for customers
- Applied design thinking methods (ideation, prototyping) to identify constraints and develop customer-centric solution.

### **UX Designer**

Nov 2022 – Jan 2023

*Calgary UX*

- Designed and implemented user-centered UI/UX designs for multiple clients, conducting usability testing and brainstorming sessions with stakeholders.
- Championed user-centric design by crafting UI/UX deliverables (sketches, prototypes, wireframes, and mock-ups) resulting in a 20% increase in customer engagement.
- Transformed user data into actionable insights by developing ad-hoc improvement plans and user-centered design strategies.

### **Service/Process Designer**

Aug 2019 – Jun 2021

*AJE Group (Food & Beverage)*

- Identified a \$60k reduction in tax payments by analyzing and improving treasury department processes.
- Led cross-departmental cost-reduction initiatives, collaborating with stakeholders to redesign core activities and achieving up to 15% cost savings.
- Developed and implemented procedures and policies resulting in up to 10% cost reduction across multiple company departments.
- Designed and led a service redesign project for the collections department, resulting in improved user experience and increased efficiency.

### **Service Design/Process Analyst**

Oct 2014 – Aug 2019

*La Positiva Vida Seguros (Insurance Company)*

- Analyzed customer journeys to identify pain points and designed innovative solutions, resulting in a 15% increase in policy sales.
- Developed user-centered UI/UX designs for the company's online platform, leading to a 25% reduction in customer complaints.
- Collaborated with cross-functional teams to redesign the collections department's processes, resulting in a 15% cost reduction.

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- Presented screen designs, interaction models, and end-to-end experiences to project teams, ensuring clear understanding and alignment.

## Process Improvement Designer

Jul 2012 – Oct 2014

*Interamerican Service CO SAC (Customs Agency)*

- Analyzed business processes, identifying opportunities for improvement and implementing solutions that resulted in a 10% reduction in custom document approvals processing times.
- Developed and monitored key performance indicators (KPIs) to track and analyze business results, providing stakeholders with actionable insights and recommendations.
- Streamlined business processes using reengineering methodologies, achieving a demonstrable 20% reduction in custom document approval processing time.

## KEY SKILLS:

- Service Design (service blueprinting, customer journey)
- User Experience Design (personas, journey mapping, prototyping)
- User Research (interviews, surveys, usability testing)
- Design Tools (Miro, Figma, Canva)
- Project Management & Communication
- Fluent in English and Spanish

## EDUCATION AND PROFESSIONAL DEVELOPMENT

<b>UX Design</b> – Humber College, Toronto, ON	Jan 2022 – Dec 2022
<b>UX Design</b> – Google Certificate, Toronto, ON	Jan 2022 – Jul 2022
<b>Project Management</b> – BS Grupo, Lima, Peru	Sep 2016 – Feb 2017
<b>Process Redesign</b> – PUCP, Lima, Peru	Feb 2015 – Oct 2015
<b>B.Sc. Degree in Industrial Engineering</b> – UIGV, Lima, Peru	Nov 2013