

GABRIELA LUCIA LORENZ



UX DESIGN DIRECTOR
MBA IN SUSTAINABLE BUSINESS

I'm a UX Design Director passionate for bringing business value through design.

I'm 38 years old. I was born and raised in Argentina, but my German and Italian roots brought me to Europe in 2012. I've been living in Switzerland since then.

Sports enthusiastic, I love to spend time in nature and going hiking in the Alps.

Open minded, interested in learning about other cultures in the world.

CONTACT

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LANGUAGES

- Spanish (native) ●●●●●●●●
- English ●●●●●●●●
- French ●●●●●●●●
- German ●●●●●●●●

EXPERTISE

- UX and UI Design ●●●●●●●●
- Design Strategy ●●●●●●●●
- Team Management ●●●●●●●●
- UX Business Strategy ●●●●●●●●
- Public speaking ●●●●●●●●
- Design Workshops ●●●●●●●●
- UX & Market Research ●●●●●●●●
- Product Management ●●●●●●●●

ABOUT ME

I am a UX Design Director with +15 years designing digital products and +7 years managing design teams.

I facilitate **Design Thinking** methodologies to help stakeholders discover the right problem, before exploring solutions.

My design process. Understand, Define, Ideate, Execute and Validate design.

My philosophy. User-centred design aligned to the business strategy.

My mindset. Continuous improvement and empowerment of my colleagues.

For the past years I've worked in different design teams, contributing to its escalation and growing their maturity. My leadership focus is working cross-functionally, with local and global teams.

Areas of expertise

UX Leadership, UX Business strategy, Product Management, Design Thinking, UX research, UX metrics, B2B, SaaS, enterprise software, sustainability, ethical design, mentoring, people management, public speaking.

Education

- 2004 - 2010 **Visual Communication Design** Fine Arts College, UNLP (Argentina)
- 2010 - 2012 **Pedagogy** Fine Arts College, UNLP (Argentina)
- 2018 - 2020 **MBA in Sustainable Business** BSL / St. Gallen University (Switzerland)

Teaching Experience

- 2023 **UNLP | La Plata, Argentina** Design, Sustainability and Ethics - Guest lecturer
- 2023 **Diplo UX - UFLO, Argentina | Online** Design, Sustainability and Ethics - Guest lecturer
- 2006 - 2011 **UNLP | La Plata, Argentina** Technology for Design 2 - Teaching Assistant

Professional Experience

- Mar 2023 - Present** **UX Design Director** UBS | Switzerland
 - Leading the UX Design for internal tools in Group Functions - Compliance
 - Concept design and pixel perfect solutions.
 - Ensure consistency and continuous improvement through UX Research and User testing.
 - Project planning and design team management.
 - Defining the organisation's design strategy and enabling the implementation of a design process.
 - Design speaker and advocate. Voicing design principles in community events.
- Sep 2019 - Feb 2023** **UX Design Lead** Avaloq AG | Switzerland
 - Team lead of 4-12 designers. Design strategy, market research, concept, design, measure.
 - Design top-class digital products for the financial industry.
 - Product UX Lead. Alignment of the product with the company's strategy, business goals and mission.
 - Recruitment. Setting-up a design team of 7 in new location (Berlin, Germany).
 - Ensuring consistency and creating UX guidelines. Design reviews and feedback.
 - Design system. UX specifications, guidelines and documentation for development.
 - Design ambassador. Speaking at events for internal stakeholders and external customers and partners.
- Feb 2017 - Aug 2019** **UX Designer** Avaloq AG | Switzerland
 - Translating requirements into prototypes.
 - Designing wireframes, UX flows and UI components for different platforms and screen sizes.
 - Understanding users' needs and bringing value through design.
 - Design process. Setting up agile methodologies for the team (JIRA, Confluence, Stand-ups and Sprints).
 - Writing design Case Studies to share design internally.
 - Intrapreneurship. Preparation of business case. Presentation and business pitch to the Innovation Board.
- Oct 2007 - Jan 2017** **Previous positions**
 - UX Designer | Qnective AG | Switzerland
 - UX/UI Designer | Elysium SARL | Argentina / Switzerland
 - Sr. Web Designer | La Marca Verde | Argentina / Spain
 - Jr. Web Designer | QK Studio | Argentina