

# GABRIELA L. LORENZ



DESIGN LEAD

MBA IN SUSTAINABLE BUSINESS

UX Design Lead with 15+ years of hands-on craft and design leadership across agencies, startups, and corporations.

Track record building scalable Design Systems, growing design teams from scratch, and setting the quality bar for UI, interaction, and motion.

I bridge Product, Engineering, and stakeholders in agile settings, and use AI workflows to move fast and innovate without sacrificing craft.

Fluent in EN/DE/FR/ES.

## CONTACT

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[gllorenz.com](http://gllorenz.com) | [regenerative-design.earth](http://regenerative-design.earth)

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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 Lead** with 15+ years shaping product experience across agencies, startups, and corporations. Deeply hands-on in **Figma, Miro, Adobe, Claude Code, v0** with a strong track record building and scaling in-house **Design Systems**, setting standards for UI, interaction, design metrics and craft quality.

I have **grown design teams** from the ground up — hiring, mentoring, and running critique culture — while staying close to the work and translating complex processes into intuitive, delightful interfaces.

Proven ability to **bridge Product, Engineering, and stakeholders** in agile environments, using AI tools to accelerate ideation and iteration. Experience in healthcare, banking and other sectors, with an **MBA in Sustainable Business**. Fluent in EN/DE/FR/ES.

## Areas of expertise

Design Leadership, UX Business strategy, brand consistency, AI design, Product Design Management, Design Thinking, UX research, UX metrics, B2B, SaaS, enterprise software, sustainability, ethical design, mentoring, people management, stakeholder management.

## Technical skills

Figma, FigJam, Miro, Adobe, JIRA, Confluence, v0, Claude Code, Flowable, JIMIX.

## Education

**2018 - 2020 MBA in Sustainable Business** Business School Lausanne / St. Gallen University (Switzerland)

**2010 - 2012 Pedagogy** Fine Arts College, National University of La Plata (Argentina)

**2004 - 2010 Visual Communication Design** Fine Arts College, National University of La Plata (Argentina)

## 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** Design Technology - Teaching Assistant

## Professional Experience

**Jan 2025 - Aug 2026 UX Design Lead** Ärztekasse Genossenschaft | Switzerland

- Principal UX Designer for a healthcare praxis management and invoicing platform.
- UI Design. Brand consistency, customer success communication, newsletters, onboarding materials.
- AI Design. Rapid prototyping and live prompting.
- Service design. Moderating design workshops with business stakeholders in English, German and French.
- UX Writing. Organising the first Voice & Tone guidelines. Collaboration with the customer communications team.
- Design System. Maintenance and enhancement.
- UX testing. Conducting in-place user interviews and testing. Online surveys. Defining UX metrics.

**Mar 2023 - Dec 2024 UX Design Director** UBS | Switzerland

- Leading the UX Design for internal tools in Group Functions - Compliance
- Concept design, UX Research and User testing and pixel perfect solutions.
- Project planning and design team management.
- Defining the organisation's design strategy and enabling the implementation of a design process.
- Design speaker and advocate. Spreading design principles in community events.

**Sep 2019 - Feb 2023 UX Design Lead** Avaloq AG | Switzerland

- Team lead of 6-12 designers. Design strategy, market research, concept, design, measure.
- 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.

**Feb 2017 - Aug 2019 UX Designer** Avaloq AG | Switzerland

- 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.

**Oct 2007 - Jan 2017 Previous positions**

- UX Designer | 2013-2016 | Qnective AG | Switzerland
- UX/UI Designer | 2011-2013 | Elysium SARL | Argentina / Switzerland
- Sr. Web Designer | 2008-2010 | La Marca Verde | Argentina / Spain
- Jr. Web Designer | 2007-2008 | QK Studio | Argentina