

# Mónica Fernández

User-centered, business-minded and context-driven creative problem solver

DALLAS, 75007, USA



## PROFILE

I'm a highly accomplished user-centered and context-driven creative problem solver, with over 18 years of demonstrated success in delivering quality work, while seamlessly collaborating with international teams. Tenacious in building new business, securing customer loyalty and satisfaction, and cultivating strong relationships with internal and external business partners. Designer by profession, animal lover by conviction, Service Designer by choice, Product Manager out of curiosity, Master by degree.



## EMPLOYMENT HISTORY

### Product Manager, VP at U.S. Bank

May/2021 - Present

Working on growth initiatives to impact employee experience.

### Design Product Lead at BBVA USA

May/2020 - May/2021

Lead the program on the Design side: responsible for planning and final decision-making. Main link with the Program Manager, Product Owners, Tech Leads, and other stakeholders.

### Service Designer Lead at BBVA USA

August/2019 - May/2020

Design Strategy. Design Thinking, Agile, Journey mapping, silo-bridging.

### Lead UX/Service Designer at BBVA USA

May/2017 - August/2019

Create global digital projects for BBVA. Usability strategies, User studies, Information Architecture, Wireframes and Storyboards. UX Canvas Implementation, Sprint Design and Nielsen Heuristics.

### Product Designer at BBVA Mexico

October/2016 - May/2017

Project development for Digital Banking. Usability strategies, planning and Information Architecture. Design Sprint and Nielsen Heuristics.

### UX Manager at Roll Mexico

March/2015 - July/2016

UX team management, Agile ways of working, UX planning and implementation.

## DETAILS

Dallas/Fort Worth Area

+1 (214) 918 0618

[montown@gmail.com](mailto:montown@gmail.com)

## DATE/PLACE OF BIRTH

08/27/1981

Mexico City

## LINKEDIN

[linkedin.com/montown](https://www.linkedin.com/montown)

## SKILLS

Innovation

Management

Product Management

Strategic Design

Service Design

Design Thinking

Agile Methodologies

User Experience

User Research

### Digital Strategist at DDB Mexico

November/2014 - March/2015

Digital strategies, pitches and copywriting.

### Digital Content Manager - Freelance consultant

2009 - 2014

Content planning and strategies. Design Thinking and Social Media management.



### EDUCATION

#### EMBA at Quantic School of Business and Technology

*Expected: October 2022*

Business Administration.

#### Specialization at Copenhagen Business School

*August 2021*

Strategic Management and Innovation.

#### Certificate at Stanford University

*May 2021*

Organizational Analysis.

#### Certificate at Government Digital Service

*March 2021*

Content Design.

#### Certificate at Project Management Institute

*January 2021*

Diversity, Inclusion and Belonging.

#### Master at EDINBA

*September 2015*

Creativity and Design. Innovation.

#### Bachelors at EDINBA

*September 2003*

Design.

### LANGUAGES

Spanish



English



Italian



### AWARDS

*Globant Woman that Build 2020* - Nomination as Game Changer.

*Excellence Awards 2017* - Auto-Consumer Finance project.