



Laura Gonzalez Osorio






Hi there!

I'm a service and user experience designer who thrives as a versatile problem-solver. I'm driven by a profound passion for human-centered design, co-creation, user research, inclusion, and futures thinking.

My daily work is grounded in an agile, empathetic, and collaborative mindset, where I thrive on tackling creative challenges. I firmly believe that collaboration with users and the integration of diverse backgrounds and perspectives lead to meaningful and inclusive solutions.

Being an enthusiastic and curious thinker, I embrace discomfort to ask questions, fostering a continuous passion for learning, exploration, and creativity. My love for understanding the complexities of our diverse world drives my design approach, allowing me to incorporate curiosity and empathy into every aspect of my work.

Contact

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-  Grüngasse 33, 8004 Zurich
-  07.09.1992
-  Colombian / Swiss

Education

- M.A.**
2018
MA Design, Communication
Master exchange semester
Zürcher Hochschule der Künste (ZHdK)
Zurich, Switzerland
- MSc.**
2016 - 2018
MSc. Product Service System Design
Grade 107/110
Politecnico di Milano
Milan, Italy
- MSc.**
2014 - 2015
MSc. Design for Interaction
School Partnership Program
Delft University of Technology
Delft, The Netherlands
- Bachelor degree**
2011 - 2015
Product Design Engineering
Grade 4.38/5
Universidad EAFIT
Medellín, Colombia
- High school**
2005 - 2010
Colegio Jesús María
Medellín, Colombia

Work experience









Service & Interaction Designer / Accenture Song

Since February 2021 / Zurich, Switzerland

Accenture Song, formerly known as Fjord, is a design and innovation consultancy, transforming people's relationships with the digital and physical world around them. Embracing a life-centered approach, Accenture Song uses the power of design to craft beloved products, services, and strategies.

- Lead end-to-end projects, overseeing activities, processes, and deliverables with a focus on human-centered design principles.
- Conduct in-depth user research to reveal user needs and translate insights into actionable concepts and strategies.
- Communicate design narratives, presenting research findings and detailed UX/UI designs.
- Shape end-to-end product strategy, including design concepts, and provide support during technical implementation.
- Engage collaboratively within agile processes, fostering dynamic interactions with designers, business consultants, and developers.

Design skills

-  Human-centered design & design thinking frameworks / Inclusive design
-  Visual design / Information architecture / High fidelity prototyping / Wireframing / Mockups / UX flows / UX writing / Accessibility
-  User research / Usability testing / Qualitative & quantitative research
-  Customer journey maps / User flows / Service blueprinting / Personas & mindsets / Storyboards
-  Agile UX design / Backlog management / User stories / Product Ownership
-  Project management / Facilitation / Communication skills / Remote facilitation
-  Ideation processes / Concept creation / Co-creation workshops
-  Futures thinking / Strategic thinking / Scenario design / Systems thinking

Software & tools skills

Adobe creative suite	User testing tools (Lookback, Hotjar)
Figma	Project management tools (Asana, Monday, Trello)
Sketch	Google Workspace
Zeplin	Microsoft 365 suite
Invision	iWork suite
Collaborative whiteboards (Mural, Miro)	

Languages

Spanish Native language
English Fluent
German Intermediate B1

Service Designer / Spark Works

July - November 2020 / Zurich, Switzerland

As a strategic innovation company, Spark Works provides organisations with the research, products, and practices they need to drive innovation from within.

- Lead the development of service design innovation offerings.
- Conduct and facilitate agile workshops, employing methodologies like Design Thinking.
- Collaborate on the design and execution of client projects, leveraging expertise in Service Design, Human Centricity, and Futures Thinking.

Service & User Experience Designer / Algrano

November 2018 - May 2020 / Zurich, Switzerland

Algrano is a marketplace platform that connects coffee growers and roasters facilitating the transparent selling and buying of green coffee.

- Drive end-to-end service scaling, shaping user experiences aligned with the value proposition.
- Innovate customer-centric features through user research, co-creation workshops, user testing, and iterative UI/UX design.
- Collaborate in agile processes with stakeholders, product owners, and developers, ensuring seamless implementation.

Design Strategist Internship / 6ZER05

September - December 2017 / Milan, Italy

Collaborate on client projects, contributing to the development and execution of design strategies, and conduct research to gather insights for informed decision-making.

UX Designer Internship / ENECO Holding

January - June 2015 / Rotterdam, Netherlands

Design and implement user-centric interventions, and redesign the Energy Manager website for optimal usability.

Portfolio & social media

 www.lauragonzalezosorio.com

 linkedin.com/in/lauragonzalezosorio