

LUISA OVIEDO



Product & Experience Designer
Innovation Strategist
Creative Guide

As a designer, I unite vision, intuition, and human sensitivity. I see **design as a living practice** that connects strategy, creativity, and purpose to create **meaningful and transformative experiences**.

KEY EXPERIENCE



Jun 2025 - Nov 2025

Experience Mentor, Gobernación del Valle del Cauca

I supported over 40 entrepreneurs and businesses through customized training and mentoring in experience design, innovation, and both digital and traditional product development.

Jun 2022 - Oct 2024

UX Designer & Researcher, Quantix (LeanTech)

Responsible for designing digital experiences for the US chemical logistics market.

- Designed OnTrack, Quantix's management platform, from scratch, applying UX methodologies to optimize workflows and system usability.
- Led user research and promoted a sustainable culture of data-driven decision making.

2024

Product Leader, SportsCrowd

I design digital experiences focused on sports communities, integrating strategic vision, research, and visual design.

- Led the definition of the product ecosystem experience and the design of MVPs.
- Implemented collaborative design processes to enhance communication between business and development teams.
- Proposed solutions that increased user retention and engagement.

Contact Me



+57 304 539 8662



luisaoviedoe@gmail.com



linkedin.com/in/luisaoviedoe/



www.luoviedodesign.com



Cali, Colombia

EDUCATION

2017 **Industrial Design**, Universidad Icesi

2020 **Master's Degree in Social Innovation Management**, Universidad Icesi

2024 Technical Degree in **Cooking and Pastry**
Escuela Gastronómica Mariano Moreno

SKILLS

Product Strategy • Innovation Management
• Service Design • Human-Centered Design
• Research • Design Thinking • User Testing
• Prototyping • Change Management
Leadership • Creativity • Writing •
Illustration

LANGUAGES

Spanish (Native)
English (Advanced)
Italian (Intermediate)

TOOLS

Figma • MixPanel • Google Analytics •
HotJar • Maze • MouseFlow • Office
Mailchimp • Miro

SIDE PROJECTS



Reverso: an experimental gastronomic space that explores the connection between food, alchemy, and creativity.

(des)cotidiana: a creative reflection platform that celebrates the magic of the everyday and creativity as a spiritual practice.