

María Lourdes Riesgo

Strategic Experience Lead

Brand, Innovation & Human-Centered Systems

Designing brands and experiences with intention and real impact · Research, facilitation & team leadership

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Based in Buenos Aires, Argentina, working Worldwide



ABOUT

I design at the intersection of strategy, people, business and expression. What drives me are open-ended problems — the ones without an obvious answer — and projects where the "why" matters as much as the outcome.

I work across experience, brand and human-centered systems: I help organizations redefine brands and experiences by connecting business goals with real human needs. My process combines research, systems thinking and facilitation, and I care about the path as much as the deliverable.

Today I lead product and design strategy at PSh, where I set direction, mentor and grow the team, and own design hiring. Before that I designed digital experiences and products at EY Design Studio and Telecom Argentina, coordinating distributed teams across Canada, India, Chile, Panama and México, with measurable impact on business metrics. I also come from the agency and branding world — brand identity, communication strategy and art direction — and taught Usability and User Experience at UCA.

I'm looking for teams that collaborate, that value process and design thinking, and where brand and experience are designed with purpose. I'm energized by facilitating, co-creating and leading through guidance.

EXPERIENCE

PSh · Providing Digital Transformation

Product & Strategy Lead · Jul 2025 – Present

I lead the studio's product and design strategy, connecting business goals with human-centered design. I set direction and vision for the team, mentor designers, and own the product design-team hiring process — from sourcing to onboarding — safeguarding fit with the team culture. I partner with leadership and clients to align not just on what to build, but on why, prioritizing meaningful work over shipping for its own sake.

Product Strategist · Sep 2024 – Jul 2025

I define and drive UX/UI strategies that align business objectives with user needs, ensuring consistency across the entire product lifecycle, from discovery through implementation. I audit and support design initiatives to deliver high-quality user experiences, while mentoring UX/UI designers to foster excellence and innovation. I co-host client and leadership meetings to align on priorities, goals, and opportunities for improvement, and lead client projects end-to-end, from strategic planning to final delivery. I also contribute to the company's business innovation and growth initiatives.

Senior UX/UI Designer · May 2023 – Sep 2024

I designed digital experiences and products using Design Thinking and Goal-Directed Design approaches, working closely with product managers, developers and other stakeholders to solve real user and business problems.

Senior UX Designer · Telecom Argentina · Jan 2023 – Jun 2023

Part of SWITCH, Telecom's digital transformation program aimed at improving users' digital experience and simplifying operations. I worked on digital channels end-to-end, balancing user and business goals at every stage of the journey: reading metrics and first-hand research for continuous feedback, analyzing journeys and funnels, and coordinating with campaigns. I maintained and contributed to the design system, working under an agile methodology in close collaboration with development for ongoing iterations.

Senior UX & Product Designer · **EY Design Studio LAS** · Feb 2021 – Jan 2023

Designed digital experiences and products for global clients, coordinating distributed teams across Canada, India, Chile, Panama and Germany.

- Led the design of a Canadian bank's digital channels (mobile & desktop) alongside Canada-based PMOs and India-based developers, including the creation and documentation of a Design Kit under Material Design guidelines. Created and moderated a client workshop to define the product's brand identity and key personas.
- As UX/UI strategist and designer for a global telecom company, coordinated the Digital Factory project with teams in Chile, Panama and India. The deployed solution drove a 23% increase in key e-commerce metrics across five markets.
- Designed a banking and educational platform for children aged 7–14 for a Canadian financial institution.
- Fully redesigned (information architecture included) the HR platform of a leading multinational, with research, continuous client feedback and user testing.
- Implemented a legally-driven application for a multinational, mapping complex processes across multiple roles and users, alongside German- and English-speaking PMOs.
- Led generative research for the redesign of a bank's app and home banking, including workshops, client audits, sampling and user interviews.
- Curated content for the e-learning platform of an innovation-driven design studio with regional reach across Latin America.
- Designed and facilitated innovation and transformation initiatives for corporate clients.
- Led collaborative workshops using Design Thinking and Agile methodologies.
- Structured complex information into clear business presentations for executive audiences.
- Contributed to cross-functional teams in high-demand environments.

Associate User Experience Professor · **Pontificia Universidad Católica Argentina** · Mar 2021 – Feb 2022

Adjunct professor of Usability and User Experience, alongside Gonzalo Auza —a field and innovation reference— for final-year Digital and Interactive Communication students.

- Guided students through research, usability and human-centered design practice.
- Co-designed and facilitated academic modules focused on human-centered design, usability evaluation and innovation frameworks.
- Mentored students in research-driven UX methodologies and strategic problem framing.
- Taught UX fundamentals, usability principles and information architecture.
- Connected academic frameworks with real-world application through prototyping and experience evaluation.

Art Direction & Design · **Josefina Mogrovejo (Photographer)** · Mar 2019 – Apr 2021

Created visually and conceptually strategic content for digital platforms, with a focus on product photography.

- Led conceptual development and visual strategy for product-focused digital campaigns.
- Managed pre-production, art direction and photography execution across multiple client touchpoints.
- Translated brand narratives into cohesive visual systems optimized for digital platforms.

Multimedia Design Analyst · QP Agencia · Jan 2019 – Apr 2021

Within the marketing and design team, I solved communication problems for various clients with creative, efficient solutions: site redesigns, marketing campaigns and content creation for digital media.

Creative Strategist · PBSA — Personal Branding · Dec 2018 – Apr 2021

Designed digital communication strategies and made strategic communication and marketing decisions in direct interaction with clients. I worked on brand identity and branding end-to-end, alongside the design and implementation of websites and the ideation, planning and creation of multimedia products (landing pages, content, video). Also responsible for implementation, measurement and online positioning.

Content & Media · Inamika · Aug 2017 – Dec 2018

Responsible for the design and communication of all the company's touchpoints. I produced and implemented digital communication strategies for various clients, with creativity, design and copywriting for social and digital platforms, plus the creation of editorial calendars.

Designer Assistant · Vevú · Jan 2017 – Mar 2017

Supported product development in apparel: product tracking, tech-pack preparation, supplier contact, pattern correction, fit testing and quality control.

EDUCATION

Innovation by Design · Universidad de San Andrés · 2023

Executive program focused on design thinking, collaborative systems and innovation-driven organizational processes.

Bachelor's Degree in Digital & Interactive Communication · Pontificia Universidad Católica Argentina · 2017–2020 **Summa Cum Laude · GPA 9.3**

Clothing & Textile Design · Universidad de Buenos Aires · 2013–2016

Art History · Amigos del Museo Nacional de Bellas Artes · 2024–2025

SELECTED CERTIFICATIONS

Design Thinking & Agile Methodologies · EY · 2021

Business Presentations & Client-Centric Strategy · EY · 2021

Agile Working · EY

Business Presentations · EY

Creativity, Design Thinking & Innovation · Udemy

Art Direction in Photography · Josefina Mogrovejo

Image Narration · Study Store Photography

Photography · School of photography MOTIVARTE

Business Branding with Personality · Udemy

INTERNATIONAL EXPERIENCE

Language & Cultural Exchange Program · **Atlas Language School** · *Malta · 2025*

Immersive multicultural experience living abroad, engaging with diverse cultures and perspectives.

- Developed advanced communication skills in English and expanded exposure to additional languages.
- Strengthened adaptability, curiosity and cross-cultural understanding through daily interaction in international environments.
- Enhanced ability to understand diverse user perspectives — a key asset for designing human-centered experiences.

COMMUNITY ENGAGEMENT

Volunteer · **Cáritas Argentina** · *2024 – Present*

Social services and community support initiatives.

Volunteer — Childhood Programs · **Misericordia International** · *2025 – Present*

Community-based work supporting early childhood development programs.

CORE SKILLS

- **Strategy & Innovation:** Design Thinking · Goal-Directed Design · Systems Thinking · Opportunity Framing · Business Alignment · Agile Methodologies · Human-Centered Design
- **Research:** Ethnographic & Qualitative Research · Consumer Insights · Cultural Trends · Interviews · User Research · Journey Mapping · Information Architecture · Product & Service Evaluation
- **Brand:** Brand Strategy · Digital Ecosystems · Communication Systems · Visual Directions · Cultural & Visual Analysis · Cultural Experience Design · Art Direction · Creative Direction
- **Leadership & Facilitation:** Stakeholder Alignment · Cross-functional Collaboration · Mentoring · Recruitment · Client-Centric Strategy · Business Presentation & Storytelling · Design Mentorship · Workshop Facilitation & Moderation · Strategic Alignment

LANGUAGES

Spanish — Native

English — Advanced

Italian — Elementary