PAULA FALCO



Service Design Manager | UX, CX and Product Leadership

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PROFESSIONAL SUMMARY

Service Design Manager with 5+ years in service design and user experience across fintech, digital banking, delivery, mobility, parcel services, ticketing and e-commerce, and 15+ years of professional experience. Led design teams of up to 8 people across Latin America, with a leadership style based on trust and team autonomy, plus review checkpoints that ensure methodological rigor.

Worked with Product VPs and Heads on vision, planning and roadmap prioritization, and took part in standardizing the product development lifecycle (PDLC). Experience in product discovery, UX research, customer journey mapping, service blueprinting, product and customer experience metrics (NPS, CSAT, CES) and customer service and CRM platforms (Salesforce, Zendesk).

Seeking leadership roles in Product (Product Manager, Senior Product Manager, Head of Product), UX (UX Lead, UX Manager) and Customer Experience (CX Manager, CX Lead).

CORE SKILLS

Product strategy | Product discovery | Roadmap prioritization | PDLC | Agile / Scrum | Product and experience metrics (NPS, CSAT, CES) | Customer Experience (CX) | User Experience (UX) | UX Research | Service Design | Design Thinking | Customer Journey Mapping | Service Blueprint | Information architecture | Ideation and prototyping | Design reviews: heuristics, UI and UX writing | Customer service models and back office | Salesforce | Zendesk | Stakeholder facilitation | Team leadership | Talent selection

PROFESSIONAL EXPERIENCE

Service Design Manager | itti, Grupo Vázquez — Jul. 2025 – Nov. 2026

- Led the Service Design practice and its expansion into the Group's non-financial businesses.
- Hired and built a team of up to 8 people across Latin America (including Mexico and Colombia), together with the Head of Service Design and HR.
- Rolled out service design across 5 businesses: Monchis (delivery), muv (mobility), ubox (parcel services), tuti (sports and entertainment) and umarket (e-commerce).
- With my team, worked on both frontstage and backstage: at Monchis, order tracking and the tipping (users and drivers) and promotions experiences; at muv, the passenger and driver booking experience, with field research in Paraguay to surface friction points and technical debt; at umarket, the marketplace order back office.
- Worked with Product VPs and Heads on strategic vision, planning and roadmap prioritization; took part in refinements, kickoffs and weekly business reviews with product metrics.
- Took part in standardizing the Group's PDLC: stages, roles, artifacts and Definition of Ready and Definition of Done criteria.
- In the transition to generalist design leadership (content design, product design, service design and research), supported product and content design through design critiques and reviews of flows, information hierarchy, usability heuristics and UX writing.
- Supported the team in the field and in designing their research approaches, to ensure methodological rigor.

SR Service Designer | itti, Grupo Vázquez (Ueno Bank) — Dec. 2023 – Jul. 2025

- Together with the Head of Service Design, laid the foundations of the practice and built a team that grew to more than 10 people within a few months.
- Zendesk: led the diagnosis and redesign of the customer service operation; restructured the information architecture and evolved the service model.
- Major incidents: designed, together with Technology, the incident management service, from alert to post-mortem, documented in a service blueprint.
- Merger with Visión Banco: for over three months, mapped both institutions' flows with customer journeys and service blueprints, to integrate products, services and experiences.

- Back office: worked on the to-be design of the bank's back office, defining the roles, tasks and teams to be integrated into the tool.
- Salesforce migration (CRM): mapped the as-is service through research with agents and customers, designed the to-be flows by contact reason for the Case Management console and created the 360° customer view. The contact-reason tree was used as a product requirement and at go-live.

Senior Service Designer, UX | Naranja X Apr. 2023 – Nov. 2023

- Positioned the discipline through the Service First methodology: the team received the requirements and shaped the roadmap with input from the other UX disciplines.
- Led the discovery and mapping of a new progressive onboarding, and the discovery of the Help track for small merchants.
- Built the end-to-end service blueprint for credit card delivery and the Loans payment track, and ran interviews and tests for the new credit card limits flow.

Service Designer Semi-senior, UX | Naranja X Jul. 2021 – Mar. 2023

- Led the discovery of the credit card application (as-is customer journey and service blueprint) and the ideation of the ideal origination journey. We found that half of customers still had no card after 15 days, which shaped product initiatives such as 100% in-app origination, the virtual card and QR payments.
- Discovery and service blueprint of in-app onboarding; information architecture mapping; tests for the virtual credit card; field research at branches for Loans.
- Mapped and designed, with the team, the core journeys of the main business verticals.

Business Analyst, Medium & Large Merchants (Acquiring) | Naranja X Oct. 2020 – Jun. 2021

- Designed and implemented the rollout strategy for the new service model in the merchant segments.
- Redesigned the communication strategy across the sales network channels and tools, together with the CX and Marketing teams.
- Segmented and improved customer experience metrics: CES, CSAT and NPS.

Brand PR Lead, Institutional Relations | Naranja Apr. 2018 – Oct. 2020

- Led the content strategy to position the company and strengthen its reputation, including the 2019 market launch of the fintech Naranja X.
- Consolidated the Brand PR team, its KPIs and the area's budget; managed the reputational crisis process and reputation monitoring (MERCO).
- Led Marketing projects: service map, value proposition research and customer communications.

Senior Institutional Relations and Press Specialist | Naranja Dec. 2012 – Apr. 2018

- 360° communication plans, corporate content, events and launches, crisis management, spokesperson training and an innovation project with governments, universities and the entrepreneurial ecosystem.

Junior HR Assistant, Training | Tarjeta Naranja Dec. 2009 – Dec. 2012

- Planned training programs, diagnostic methodologies and development plans based on the company's competency model.

EDUCATION

B.A. in Social Communication | National University of Córdoba | 2004 – 2010

Postgraduate Degree in Business and Organizational Psychology | University of Belgrano | 2012

CERTIFICATIONS

Human-Centered Service Design | IDEO | 2022

UX Research | Coderhouse | 2023

Innovation in User Experience | Crehana | 2021

Product Owner – Technician | Scrum Manager | 2019

LANGUAGES

Spanish: native | English: advanced