

# PAULA MOGOLLON MEJIA

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## SUMMARY

With over eight years of experience in service design, I am focused on user and employee experience by turning insight into action through data-driven insight and user research-driven approaches. I excel at creating service blueprints, managing teams, and analyzing employee needs to provide intuitive solutions. I am excited about bringing my experience in journey mapping and employee experience design into BCG's Global IT UX CoE to drive meaningful and user-centered improvements.

## EXPERIENCE

### Principal Design Researcher

#### SCAD

09/2023 - Present Savannah, Georgia

- Lead a team of 20 designers in conducting qualitative and quantitative research for simultaneous projects.
- Analyze data to produce comprehensive insights reports for external media partners and private clients.
- Oversee project execution from research to delivery, ensuring high-quality, actionable insights that support informed decision-making.
- Foster collaboration across teams to develop innovative, user-centered solutions.

### UX Research Leader

#### Tyba - Credicorp Negocios Digitales

03/2022 - 07/2023 Bogotá, Colombia

- Managed a team of 12 UX Researchers, supervising projects across multiple countries and client segments within SCRUM squads.
- Provided guidance on improving methodologies and tools in the UX Research Ops role.
- Orchestrated the creation of Tyba's and Credicorp Capital's annual collaborative co-creative trend and benchmark report.
- Conducted high-impact sessions with C-level stakeholders simultaneously to provide insights for strategic decision-making.

### Senior UX Researcher

#### Tyba - Credicorp Negocios Digitales

06/2021 - 03/2022 Bogotá, Colombia

- Guided diverse teams on human-centered design and user-friendly platforms using quantitative and qualitative data.
- Developed the strategic communication and research plan for Tyba Pro.
- Led workshops with C-level stakeholders to create user personas, customer journeys, and prototypes.

### Experience Coordinator

#### Procafecol - Juan Valdez Café

08/2019 - 06/2021 Bogotá, Colombia

- Designed KPIs to evaluate the company's Customer and Employee Experience Strategy.
- Led the implementation of the Juan Valdez App, digital delivery, and order-ahead services in Colombia.
- Developed an omnichannel strategy for Juan Valdez using over 3,000 customer and employee inputs.

## STRENGTHS



### Service Design

Expertise in crafting end-to-end experience design solutions.



### SCRUM

Experience working with agile methodologies in the design process.



### Customer and Employee Journey Mapping

Expertise in creating detailed and insightful customer journey maps to drive user-centered design and strategic decisions.



### Storytelling

Skilled in crafting compelling narratives that engage and resonate with diverse audiences.



### Leadership

Strong leadership skills and ability to build high-performing teams.

## PUBLICATIONS



### SCADask & Refinery 29 - The new beauty market

<https://www.scad.edu/about/institutional-effectiveness/scadask/new-beauty-market>



### Service Design, AI, and Inclusion

Published on the SCADask website.  
<https://www.scad.edu/about/institutional-effectiveness/scadask/service-design-ai-and-inclusion>



### 7 Consejos en la Co-creación de la Experiencia de Empleado

<https://izo.es/7-consejos-en-la-co-creacion-de-la-experiencia-de-empleado/>



### Crafting a Human-Centered CX Strategy in an AI-Driven World

<https://medium.com/@mogollonpaula/crafting-a-human-centered-cx-strategy-in-an-ai-driven-world-c9b5d32c3b58>

## EXPERIENCE

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### Adjunct Professor

#### Brother Creative School

📅 06/2017 - 08/2019 📍 Bogotá, Colombia

- I served as a mentor and instructor to over 50 students, providing guidance and support throughout their Service Design projects.

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### Employee Experience Design Analyst

#### IZO Consultancy group

📅 02/2018 - 08/2019 📍 Bogotá, Colombia

- Led a \$1,000,000 project to improve BAC Credomatic's employee experience.  
- Developed KPIs for monitoring the Employee Experience Strategy.  
Managed nine customer experience Sprints and delivered key transformations.  
- Worked with C-level stakeholders to create user personas, customer journeys, and prototypes.

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### Adjunct Professor

#### Universidad Sergio Arboleda

📅 08/2017 - 08/2018 📍 Bogotá, Colombia

- Instructed and facilitated a bi-semester course for groups of 30 marketing students.  
- Mentored over 20 social entrepreneurship projects, providing guidance and advice.  
- Conducted workshops using design thinking methodologies to enhance students' problem-solving skills and creativity.

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### Customer Experience Planner

#### TXT Transmedia Agency

📅 06/2015 - 07/2017 📍 Bogotá, Colombia

- Provided consultancy services to over 30 companies in service design thinking and customer experience enhancement.  
- Conducted training sessions for more than 100 employees, equipping them with design thinking methodologies and tools to drive innovation and customer-centricity.

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## SKILLS

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People Management

Customer Journey Mapping

User Research (UX Research)

Strategic Planning

Data Analysis

Project Management

Usability Testing

Qualtrics

Qualitative Research

Quantitative Research

SCRUM

User personas

Lean UX

End-to-end UX

Sentiment Analysis

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## EDUCATION

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### B.Sc. Industrial Design

#### Pontificia Universidad Javeriana

📅 01/2010 - 12/2015 📍 Bogotá, Colombia

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### M.A. in Service Design

#### Savannah College of Arts and Design

📅 01/2022 - 12/2023

📍 Savannah, GA United States

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## VOLUNTEERING

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### Global Shapers Bogotá Member and Curator

#### Global Shapers Bogotá (World Economic Forum Community)

📅 2017 - 2023

Member of the World Economic Forum's community of young leaders in the Bogotá chapter, dedicated to creating a positive impact on the city's community and supporting initiatives aligned with the Sustainable Development Goals.