

# LIZA LAVANDERA

PRODUCT DESIGNER & STRATEGIST

LinkedIn: [www.linkedin.com/in/liza-lavandera](https://www.linkedin.com/in/liza-lavandera) | Portfolio: [www.lizalavandera-design.com](https://www.lizalavandera-design.com)



## EDUCATION

### UX DESIGN

#### Professional Diploma

UX Design Institute

Online | Aug. 2024 – Mar. 2025

### INDUSTRIAL DESIGN

#### Bachelor's Degree

Metropolitan University of Technology

Santiago, Chile | 2008 – 2013

## PROFILE

As a **pragmatic, analytical** and **proactive** professional, I am now pursuing my passion for developing user-centered solutions. My previous roles have equipped me with expertise in many key areas, including **customer experience, project management, data analysis, and effective communication**—skills I consider highly transferable for creating great user experiences and working in multidisciplinary teams.

Here are some key highlights from my career:

- **Collaborated in user testing sessions** to gather insights and provide feedback, improving internal customer support flow for a new financial app.
- **Utilized active listening and empathy** to understand customer needs, manage customer expectations, and uncover potential business opportunities.
- **Led diverse design projects**, communicating with clients, suppliers, and stakeholders to ensure committed timelines and successful outcomes.

I have recently relocated to Copenhagen and I am excited to root my life here. I am actively looking forward to contributing my skills to the local **design and innovation community**.

## SOFTWARES

- Figma / Miro
- Illustrator / Photoshop
- Web Design
- Microsoft Offices
- SEO and Paid Search

## RESEARCH METHODS

- Competitive Benchmarker
- Usability Test
- Affinity Diagram
- User Journey/Flow
- Wireframes/Prototypes

## WORK EXPERIENCE

### CUSTOMER SUPPORT REPRESENTATIVE

APR. 23 – DEC. 24

SNAP - DUBLIN, IRELAND

I led from the front desk by taking orders via phone, email and in- store clients, while ensuring a successful and timely execution of all customer requests at a graphic design and promotional product company.

- **Expectations Management:** I managed client communication and deadlines effectively by setting realistic expectations and timelines, ensuring their satisfaction with timely and accurate solutions.
- **Task Resolution:** Efficiently resolve customer inquiries to maintain communication and prevent errors in the workflow.
- **Customer Research:** Utilized active listening skill to understand customer needs, and uncovering potential business opportunities.
- **Stakeholder Collaboration:** Successfully communicating with a range of clients, suppliers, and other stakeholders while maintaining a dynamic supply chain.
- **CRM hygiene:** Managed the client profiles, processed quotes and invoices from orders, and maintained accurate records within the company's CRM system.

## STRENGTHS

- Adaptability and Flexibility
- Detail-Oriented
- Relationship Building
- Design Thinking

## LANGUAGES

- English (Professional)
- Spanish (Native)
- Danish (Learning)

## REFERENCES

References available upon request.

## HOBBIES

I love balancing physical activities like running and Pilates with creative pursuits like DIY, crafting, and cooking. I am also a big fan of music and movies.

## WORK EXPERIENCE

### ACCOUNT COORDINATOR – Microsoft Ads MICROSOFT (CPL) - DUBLIN, IRELAND

JUL. 22 – MAR. 23

Analysed user behaviour and campaign performance metrics to identify optimization opportunities, directly collaborating with Microsoft's EMEA Nordics Account Managers where features and workflows frequently evolved, requiring continuous adaptation.

- **Diagnostic Skill:** Triaged and resolved technical issues in client accounts by investigating root causes and escalating cases to accurate teams.
- **Data Analysis and Reporting:** Skilled in using various software's for data analysis, reporting, and visualization for internal and external stakeholders.
- **Training and Onboarding:** Shared newly discovered insights with the team and developed training materials for new members, contributing to overall team growth and knowledge base.

### CUSTOMER TECHNICAL SUPPORT TASKUS - DUBLIN, IRELAND

AUG. 21 – JUN. 22

Ensured excellent user experience with a new Financial App by empathetically addressing queries and efficiently resolving issues through thorough investigation and targeted questioning.

- **Issue Escalation and Resolution:** Handled and escalated complex user complaints to the appropriate team, ensuring timely resolution and a positive user experience.
- **Working with Developers:** Participated as a pilot for user testing sessions to gather valuable insights and provided feedback to improve product designs and interactions.
- **Policy Adherence and Compliance:** Ensured compliance with relevant policies and regulations, including KYC and ToS, to safeguard user data and maintain trust.

### TEAM LEADER COSTA COFFEE - DUBLIN, IRELAND

FEB. 20 – JUL. 21

Progressing from Barista in February 2020 to Team Leader by August 2020, I was responsible for the daily café operations, leading and assigning tasks to the team. I implemented onboarding and ongoing training to maximize team efficiency and ensure clear internal communication, ensuring a consistent and smooth workflow in serving clients and addressing their needs effectively.

### COMMUNICATIONS MANAGER ROCHA S.A. MULTIOFICINA - SANTIAGO, CHILE

JUN. 15 – JUL. 19

Developed and implemented marketing strategies aimed at increasing brand recognition and improving customer experiences through Websites, Social Medias, and at the Store. Additionally, I managed the timelines and execution of various projects, actively communicating with stakeholders and leading project workflows to ensure efficiency and successful outcomes, including direct client interactions.