

Natalia Méndez

Business designer

I have over 8 years applying the principles of user center design to help private and public companies to create value, innovate and solve business problems.

EXPERIENCE

Project manager

[Creative Lab](#) Mar 2017 - Mar 2019

- I conduct research to understand customer behavior and motivation, collaborate with cross-functionally teams, provide insights to create products and services. It allows to validate 60% of the business models created for the company's customers.
- I was member of a high-performing team which developed 13 innovation model (strategy, culture, process) for colombian public entities to deliver better services to citizens understanding they behavior and needs, and train more than 80 innovation leaders.
- I decrease the delivery time on projects in 34% by designing a customer experience and standardizing intervention methodologies. 100% of customers satisfied.
- I was a speaker/facilitator for Héroes Fest Boyacá 2017, and Héroes talks Yopal 2018 (innovation fest in Colombia) and used storytelling strategies to communicate.

Innovation and creativity mentor

[Universidad Javeriana](#) Feb 2016 - Sep 2019

- I accompanied approximately 180 entrepreneurs in take advantage of innovation opportunities for their companies, help them to build empathy with their users understanding their needs, behavior, and preferences. I have trained them in design thinking methodology, and used a variety of research methods at different stage of the product and service development process. I received a recognition as best mentor of the semester in 2017.

Entrepreneur/Cofounder

[Various](#) Feb 2009 - Sep 2016

- I design and validated the business model for 3 companies I owned, conduct qualitative research, created different go-to-market strategies and generated incomes for them: Desadaptadorg, Facilitadores de felicidad, Fundación Proyecto potencial humano.

Innovation and business relations analyst

[Solutions group](#) May 2014 - Jun 2015

- Conduct qualitative and quantitative research with a cross-functional team, provide insights to develop new profitable products. I developed a new business unit: Protolab, a prototyping laboratory. It has more than 17 clients now.
- I created the Solutions Group I+D+i Unit and design an innovation training program 100 employees (of all áreas and hierarchies) understanding their needs and behaviors.
- Implemented the innovation system based on design principles together with The Administrative Department of Science, Technology and Innovation of Colombia

natamencor@gmail.com

[16506952288](tel:16506952288)

[linkedin.com/in/natalia-m%C3%A9ndez-cort%C3%A9s-92744334](https://www.linkedin.com/in/natalia-m%C3%A9ndez-cort%C3%A9s-92744334)

Menlo Park, CA

SKILLS

Consulting
Corporate Innovation
Design Thinking
Project Management
Entrepreneurship
Business Development
Training

EDUCATION

Bachelor of International business management

[Universidad del Rosario](#)

Apr 2012

Online Course in Business Design IDEO

Nov 2018

Online Course Blockchain disruption

[Coursera](#)

Aug 2018

Certificate Professional ontological coach ACP

[Newfield network](#)

Nov 2016

Innovation management program for business

[Chamber of commerce of Bogota](#)

Mar 2019

