

ALEJANDRO ARANGO LINCE

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PROFESSIONAL SUMMARY

UX and Service Design Leader with 20+ years of experience in enterprise consulting, digital transformation, and leadership of specialized design teams. I specialize in shaping UX strategies, architecting design systems at scale, and modeling services for complex organizations across multiple countries and industries. I combine systems thinking, user-centered methodologies, and cross-functional facilitation to connect business goals with real user needs — delivering solutions that scale and endure.

CORE COMPETENCIES

UX Strategy & Vision · Service Design · Design Systems Architecture · User Research & Usability Testing · Design Thinking · Design Sprint · Lean UX · Jobs to Be Done (JTBD) · Information Architecture · Accessibility (WCAG 2.1) · Prototyping & Wireframing · Agile / Scrum · Design Operations (Design Ops) · Stakeholder Management · Team Leadership & Mentoring · Digital Transformation · Cross-functional Collaboration · Co-Creation Workshops · Human-Centered Design (HCD)

TOOLS & TECHNOLOGIES

- **Design & Prototyping:** Figma · Adobe Creative Cloud
- **Project & Dev:** Jira · Azure DevOps · VS Code · Microsoft Office 365
- **AI Collaboration:** Claude · GitHub Copilot · ChatGPT · Kiro

PROFESSIONAL EXPERIENCE

SoftwareOne (formerly InterGrupo S.A.S.) | SME – Practice Lead UX & Service Design

2023 – Present · Medellín, Colombia · Remote · Strategic Advisory & Pre-Sales

- Analyzes business context, needs, and goals for new and existing clients to shape the UX approach strategy for each project or digital initiative.
- Define the methodological framework, deliverables, research phases, and design success criteria for new business opportunities — before the execution team takes ownership.
- Bridge commercial and delivery teams by translating business requirements into actionable UX roadmaps aligned with client expectations and contract timelines. Active participation in 35+ client interactions in this role.

SoftwareOne (formerly InterGrupo S.A.S.) | Practice Lead – UX

2019 – 2023 · Medellín, Colombia · Hybrid · Practice Leadership & Project Delivery

- Lead the company's UX practice: methodology definition, delivery standards, project estimation, and team development across the consulting organization. Scale the team from 6 to 29 designers with distinct specializations (research, visual, interaction, service design).
- Own the architecture and governance of BUPA's (USA) enterprise Design System, responsible for its design and adoption across the organization. Unify 6 digital products

under a single system, extended to the full LATAM operation with design governance at scale.

- Direct Digital Workplace design (SURA, BUPA) and Service Design processes for Bancolombia, mapping operational backstage and service touchpoints end-to-end.
- Manage UX strategy and project delivery for 30+ enterprise clients across 8 countries. Achieve a 4.8/5 client satisfaction score across the portfolio — reaching 5/5 on the Grupo KFC engagement (Argentina, Chile, Ecuador), a project valued at ~USD 2M.

Named one of the best-rated leaders at SoftwareOne — 2021 Employee Recognition Program

Methodologies Applied: Design Thinking · Design Sprint · Lean UX · Jobs to Be Done (JTBD) · Human-Centered Design · Atomic Design · Agile Scrum · WCAG 2.1

SoftwareOne (formerly InterGrupo S.A.S.) | Team Lead – UX

2017 – 2019 · Medellín, Colombia · On-site · Team Management & Project Execution

- Manage the UX team and project allocation, with ~2 simultaneous projects per designer. Scale the team from 6 to 20+ designers with distinct specializations.
- Coach and mentor team members in their professional development, building a culture of craft and continuous growth. Several team members became recognized benchmarks within the company.
- Design and institutionalize Co-Creation workshops as a repeatable methodology, adopted across the company's consulting practice.

Independent Consultant & Digital Entrepreneur | Freelance UX / Digital Design

2015 – 2017 · Medellín, Colombia · Freelance

- Develop UX and digital strategy projects independently, deepening expertise in UX methodology and service design. Build the methodological foundation that shaped the consulting practice at SoftwareOne.

EARLIER EXPERIENCE (2001–2014)

Grupo Éxito (Front-end Developer, 2014–15) · Antioquia Digital — Sec. of Education (Creative Director, 2012–13) · Medellín Digital (Digital Strategist, 2010–12) · CVML Marketing Logístico (Digital Creative Director, 2013–14) · Foundational roles at Tribal Colombia, InterGrupo S.A., ARKIX S.A., Doble Click Ltda. (2001–07).

EDUCATION

Catholic University of Manizales: Bachelor's Degree in Advertising — 2012

Ideartes Institute of Arts: Associate's Degree in Advertising — 2008

Ideartes Institute of Arts: Professional Technician in Advertising — 2000

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Design Thinking Extension Program — Universidad EAFIT, Medellín (2019)
- Service Design for Innovation Workshop — Sperientia Studio LAB + Service Design Network, Medellín, Colombia (2019)
- Information Architecture Seminar (WIAD 2012) — E-Sanitas / Fundación Universitaria Sanitas
- Figma Course — Platzi (2022)
- ChatGPT for Product Designers — Platzi + Torres Burriel Estudio (2025)

LANGUAGES

Spanish — Native | **English** — B1/B2 - Professional work proficiency

** Portfolio available upon request · References available upon request*