ANDREA PASTOR PALACIOS
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experience

Senior Product Manager / OPS
IDEXX Animana | Netherlands
Sep 22 - present

- Support for Product vision, strategy, and roadmap. Responsible for increasing operational efficiencies in the Product team, leading key initiative decisions, and fostering collaboration.
- Defined the analytics strategy. Responsible for metric implementation, leading to a clear vision of the product's health.
- Reduced time invested in release management by 30%.

Product Owner
bunq | Netherlands
July 21 - Aug 22

- Responsible for the payments user-facing strategy.
- Analyzed market opportunities and worked with merchants and partners to improve localized payments.
- Launched an Investment product with 10,000 registrations and over 1 million euros deposited in the first two weeks.

Service Designer
Philips | Netherlands
Oct 20 - Mar 21

- Responsible for supporting projects across business channels and applying design-led thinking, planning and leading workshops, testing and validating hypotheses, and crafting end-to-end experiences.

Design Researcher
Service Design Tools | Italy
May 20 - Jul 20

- Enhanced the project with further research, content, and initiatives.
- Interviewed Service Design and Circular economy experts to help expand knowledge for designers.

Senior Project Manager
LIQUID | Perú
Oct 17 - Sep 19

- Managed web development projects for one of the biggest financial institutions in Perú. Led a team of UX, design, data and engineering.
- Managed the relationship with clients and stakeholders, overseeing the strategy of the product and ensuring new proposals are built.
- Contributed to the development and improvement of the sales flow which led to an increase in digital sales by 60%.

Co-founder
LikeHome | Perú
May 17 - July 19

- Led and managed the design strategy. In charge of research, understanding the problem, and creating solutions.

Project Manager
Tekton Labs | Perú
May 15 - Oct 17

- Managed web and mobile agile software development projects with a cross-functional team to deliver shippable products.
- Responsible for ideating the idea, creating design deliverables, collaborating with clients and overseeing the development process.
- Won the Peruvian entrepreneurship contest, "Peru Resiliente".

Inventory Management Trainee
Alicorp | Perú
Oct 14 - Apr 15

- Worked for one of the biggest fast-moving consumer goods companies in Perú. Did data analysis to identify KPIs and insights. Coordinated with providers to ensure on-time, in-full deliveries.
- Automated several reports by learning and programming with VBA.
- Coordinated a training workshop for 100+ providers.

education

Politecnico di Milano
Italy
Oct 19 - Mar 21

- Master in Service Design. Graduated cum laude.
- Developed a final project based on a headphone-as-a-service company in the Netherlands. Designed two service concepts to improve and expand the service.

Universidad del Pacífico
Perú
Jan 11 - Dic 15

- Bachelor with a professional title in Business Engineering.
- Worked on an academic consulting exercise for Sodimac, the biggest home improvement store chain in Perú.

skills

Languages
Spanish | native
English | professional

Methods
User research, affinity mapping, storyboarding, journey mapping, service blueprinting, stakeholder mapping, wireframing, user flows, prototyping, usability testing, scrum, Design Sprints, value proposition, business model, north star, product competency model.

tools

Data & Research
Mixpanel, DataDog, Kibana, Looker, Hotjar, UserTesting, WalkMe, Hubspot.

Design
Sketch, Figma, Origami, Principle, Invision, Photoshop, Illustrator, Premiere.

Collaboration
GitLab, Miro, FigJam, LucidChart, Slack, Jira, Confluence, Basecamp, Trello.

courses

Introduction to Computer Science from Harvard University

references

Natalia Nedelko
Head of Product at IDEXX Animana

Sue Peglar
Head of Product at IDEXX Animana

Niels Wolf
Design Director UX at Philips

Sandra Ramirez
Service Designer at Philips