



Priscila Avila

SERVICE DESIGNER

Born and raised in Margarita land, Mexico City. I have a background in Industrial Design and a Masters Degree in Service Design. Passionate about human behaviour and decision-making. My process includes asking the right questions, framing hypothesis and validating with users, always. Outside work, I am an adventurer, rope skipper and brunch journalist.

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SKILLS

Experience Strategy
Critical thinking
User-centricity
Communication
Storytelling
Agile & Scrum
Stakeholder Management

METHODS

Workshop facilitation
Journey Mapping
Qualitative research
Heuristics
Wireframing
Prototyping
Service blueprinting

CERTIFICATIONS

IDF – 2021
Interaction Design for Usability

IDF – 2020
Emotional Design

Accenture – 2020
Storytelling

Accenture – 2019
Design Thinking Practitioner

Accenture – 2019
Agile Professional

EXPERIENCE

J.P. Morgan

London, United Kingdom

Service Design Vice President | Jan 2024 - Present

Leading the discovery phase for an internal Data, Analytics and Model Development, as well as the articulation of the Product and Service Delivery Operating Model.

Service Design Senior Associate | Mar 2022 - Dec 2023

Leading the co-creation of the client engagement and onboarding journey for a new Data Management platform. Upskilled and enabled the design team to integrate discovery and validation practices in their process.

Accenture

Monterrey, México

Service Design Consultant | Team Lead – Jul 2021 - Feb 2022

Discover and Define process in the delivery of digital services in the Oil & Gas industry. User research, product vision and requirement definition.

User Experience Senior Analyst – Feb 2020 - Jun 2021

Analyse the needs of target user and how they perform tasks to create an optimised user experience.

User Experience Analyst – Nov 2018 - Jan 2020

Work with solution architects to ensure the design delivery meets the objectives and performance goals defined in the vision and requirements.

Nestlé

Querétaro, México – May 2017 - Oct 2018

R&D Packaging Technologist

Smurfit Kappa

Mexico City, México – Jul 2012 - Aug 2015

Packaging Business Development Trainee

EDUCATION

MSc International Management / Design Innovation

University of Glasgow | Glasgow School of Art - 2016

BA Industrial Design

Universidad Autónoma Metropolitana | 2012