# ROCÍO MUÑOZ MORALES

Strategic designer specializing in service design, with experience in digital project management, branding, and web development. I have supported brands and teams in strategic definition, research, and experience design processes, integrating strategy, business, and user-centered design.

Master's in Service Design & Business Innovation from SHIFTA by Elisava. I co-founded a design studio and trained as a professional coach, developing active listening, facilitation, and collaboration skills that I now integrate into my service design approach.

## WORK EXPERIENCE

### Alēstudio | **Strategic Designer & Service Designer**

feb. 2024 – present (independent professional)

- Advising professionals and small businesses on strategic definition, communication, and experience processes, from a people-centered perspective.
- Developing digital experiences (branding and web) based on an understanding of each client's needs, goals, and context.
- Applying active listening and coaching tools to facilitate decision-making and clarify objectives.
- End-to-end project management, coordinating timelines, priorities, and client relationships.

### MOR Design Studio | **Co-founder & Project Lead**

feb. 2021 – feb. 2024

- Co-founded and led a design studio, supporting brands and entrepreneurs in strategic definition and experience design processes.
- Took part in early research and discovery phases, translating insights into value propositions and digital solutions.
- Project coordination, client management, and facilitation of collaborative sessions to align goals and expectations.
- Organization of internal processes, planning, budgeting, and business sustainability.

### Haciendola.com | **Project Manager & Strategic UX/UI Designer**

mar. 2019 – feb. 2021

- End-to-end management of eCommerce projects, from requirements definition to implementation.
- Designing eCommerce experiences, working on information architecture, navigation flows, and usability.
- Collaborating with developers and other profiles to ensure consistency between design, business, and technology.
- Analyzing client feedback and results to drive continuous improvement of internal processes.

### Green Glass Chile | **Graphic & Web Designer**

ago. 2017 – ago. 2018

- Developing communication materials and experiences aligned with brand identity.
- Managing and updating digital content, ensuring consistency, clarity, and user experience.
- Supporting campaigns and launches from a strategic and communications perspective.

## SKILLS

- Service Design
- Human-Centered Design
- User & Context Research
- Journey Mapping & Experience Design
- Workshop Facilitation & Collaboration
- Strategic Thinking
- Visual Communication & Information Design
- Figma · Miro · Notion · Adobe Suite

## EDUCATION

**ELISAVA Barcelona · Shifta**
Master's in Service Design & Business Innovation
2025 – 2026

**Instituto Superior de Coaching – Barcelona**
Integral Coaching, Executive & Life Coach
2022 – 2024

**UPV/EHU Universidad del País Vasco**
Erasmus Program · Graphic Design
2017 – 2018

**Pontificia Universidad Católica de Chile**
Strategic Design
2013 – 2019

## LANGUAGES

- Spanish | Native
- English | Fluent (IB · bilingual education)
- Catalan | Basic (comprehension)

## PERSONAL

**CreativeMornings Barcelona — Volunteer**
Experience Team Volunteer
oct 2024 – Present

Supporting the attendee experience: welcome, guidance, and operational coordination during the monthly events.

## CONTACT

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