



NAOMI VILLANUEVA

Design, Innovation &
Business

Contact

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- [Naomi Villanueva](#)

Professional Profile

I am passionate about creating purposeful digital products. Contributing to the world we live in through innovation and technology is a core part of who I am. My background in Industrial Engineering and 9 years of professional experience in UX, product development, and process improvement have equipped me to tackle business challenges in VUCA environments, where I have honed my ability to make effective decisions with a strong customer focus. My drive for continuous growth has led me to pursue an Executive Master's in Innovation, Entrepreneurship, and Digital Business at ESADE, aiming to take my leadership skills and strategic vision to the next level.

Skills

| BUSINESS

UX Design
Product Management
Engineering
Leadership
Process Optimization
Ecommerce

| IT

Figma (Advanced)
Excel (Advanced)

| LANGUAGES

English (High intermediate, B2)
Spanish (Native, C2)

Education

**Master en Digital Business,
Innovation & Entrepreneurship**
Esade - Barcelona, Spain
10/2024 – 07/2025

Industrial Engineering
National University of Trujillo –
Trujillo, Peru
03/2009 – 12/2013
Top 10%.

Certificaciones

- Product Management**
Colectivo23 - Lima, Peru, 2024
- Behavioral Design**
La Neurona Reina - Lima, Perú,
2022
- Professional Scrum Master**
Scrum.org - Lima, Peru, 2020

Work Experience

PRODUCT DESIGNER

RIMAC Seguros y Reaseguros – Estar Bien | Lima, Peru | 04/2024 – 10/2024

- Understood user needs, pain points, and behaviors through interviews, surveys, and other research methods, leading to a 40% increase in new registered users.
- Designed UX/UI for digital products (web and app), resulting in a 45% boost in user engagement.
- Conducted usability testing with prototypes and fully developed products, leading to a 32% improvement in product usability.

SENIOR UX DESIGNER

RIMAC Seguros y Reaseguros | Lima, Peru | 05/2021 – 03/2024

- Designed and planned strategies to improve the user experience throughout the product lifecycle, increasing user engagement by 25%.
- Coordinated and led the Development team for the creation of technical HUs, doubling planned features in production.
- Received continuous improvement requests and prioritized them based on capacity, impact, and relevance, improving user satisfaction by 38%.

UX DESIGNER – WEB DEVELOPMENT

MAURIPRO Sailing | Lima, Peru | 07/2017 – 03/2021

- Designed the UX of the ecommerce platform, resulting in a 100% improvement in UX according to user feedback.
- Developed the UX/UI design, driving a 200% increase of sales.

LEAN COORDINATOR

CEVA Logistics | Lima, Peru | 02/2016 – 10/2016

- Programmed and executed 5's audits, increasing employee productivity by 12%.
- Created and updated instructions, decreasing error rates by 30%.
- Audited and implemented activities for Site Classification Assessment findings, raising operational efficiency by 24%.