

EDUCATION

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE (LSE)
Master in Public Policy

Aug. 2025 - Jul. 2026

UNIVERSITY COLLEGE LONDON (UCL)

MSc Behaviour Change - Merit

Graduated 2024

- Awarded **COLFUTURO Scholarship for Academic Excellence**

UNIVERSIDAD DE LOS ANDES

Bachelor's Degree in Psychology

Graduated 2019

- Achieved one of the **highest national scores** in Colombia's State Exam for Higher Education Quality

SKILLS SUMMARY

- **Behavioral Science** – Applied COM-B, EAST, and Behavior Change Wheel to intervention design and evaluation
- **Research & MEL** – Qualitative (interviews, focus groups, ethnography) and quantitative (surveys, data analysis) using R, SPSS, NVivo, and Atlas.ti; experienced in designing behavioral indicators, theory of change frameworks, and MEL systems.
- **Policy & Program Design** – Integrating behavioral insights into digital adoption, sustainability, and program evaluation
- **Digital Tools** – Miro, Figma, Adobe XD, Asana, Microsoft Office Suite
- **Agile & Project Management** – Leading cross-functional teams, managing budgets and timelines, stakeholder engagement, and applying Agile methodologies (scrum, sprints, iterative delivery).
- **Languages** – Spanish (native), English (advanced), Italian (intermediate)

WORK EXPERIENCE

Rare - NGO

Aug. 2025 - Nov. 2025

APPLIED BEHAVIORAL SCIENCE, BELIZE COMMUNITY FIRE STRATEGY CONSULTANCY

- Led a multi-component behavior change intervention in Valley of Peace to promote fire safety, combining **community self-organization, norm-shifting communications, and skills-based farmer training**.
- Conducted a survey with **50+ farmers**, generating insights that shaped communication, training, and system strategies.
- Co-created a **Social and Behaviour Change Communication campaign** with the Belize Maya Forest Trust, promoting fire-safe practices across a community of **5,000 people**.
- Redesigned **farmer training** with a behavioral focus, embedding **interactive methods, peer exchange, and commitment pledges** to reinforce engagement, reflection, and accountability.
- Strengthened **community systems** by empowering local leaders and the Village Council, mapping early adopters to form a **farmer-led fire body**, co-creating strategies and incentives, and establishing coordinated **water-bowser response protocols**.
- Developed a **WhatsApp toolkit** with reminders and checklists that improved compliance with six key fire safety behaviors.
- Implemented **behavioral monitoring and evaluation systems** to track adoption of safety practices and enable adaptive program management.

Rare - NGO

Aug. 2024 - Aug. 2025

SENIOR ASSOCIATE APPLIED BEHAVIORAL SCIENCE

- Co-developed **Theories of Change** with **The Nature Conservancy** to drive adoption of the Regenerative Business Model framework among producers, companies, and consumers in Colombia, and subsequently **secured USD 70,000 in funding** by drafting a successful proposal to adapt and scale the framework across Latin America.
- Led behavioral research in Belize on sustainable fire use, conducting **30 interviews and 4 focus groups** (with men, youth, women, and local leaders), and working with **Village Councils and cooperatives** to design an intervention targeting six key fire safety behaviors.
- Directed a behavioral intervention with the **Wildlife Conservation Society** to reduce Kambo use in Colombia, gathering insights from **250+ participants** and developing strategies to **shift norms and reduce demand**.
- Facilitated workshops for **100+ policymakers** across Latin America, Europe, and North America, building global capacity to apply behavioral science in policy and program design.
- Delivered a behavioral workshop in Panama with **30 policymakers**, generating actionable solutions for **sustainable waste management**.
- Represented Rare at **COP16**, sharing evidence-based insights on behavioral science applications in environmental policy.

LEAD USER RESEARCHER & BEHAVIOURAL SCIENTIST

- Managed multi-sector consultancy projects across Latin America, integrating **user research, service design, and behavioral science** to drive digital adoption and behavior change.
- Oversaw project budgets, timelines, and multidisciplinary teams, ensuring delivery of evidence-based, user-centered solutions.

Selected projects:**National Office of Peace & Indigenous Justice (Peru – UNDP)**

- Directed generative research for a Management System for Peace & Justice.

- Conducted in-depth interviews with experts to map user journeys and decision-making processes.
- Created a **behavioral map** to diagnose pain points and identify key cognitive patterns.
- Applied **behavioral design principles** to inform product architecture and usability.
- Delivered **evidence-based recommendations** that enhanced the system and supported peace and justice policy delivery.

Ecopetrol (Colombia – Oil & Gas)

- Led user research to drive adoption of 26 digital products for 30,000+ employees.

- Developed a methodology integrating the **Behavior Change Wheel, COM-B, and EAST** frameworks to identify target behaviors and diagnose barriers.
- Conducted **mixed-methods research** and designed tailored interventions to strengthen adoption.
- Measured outcomes using **qualitative and quantitative methods**, delivering strategies that generated **consistent increases in Net Promoter Score (NPS)** across digital platforms.
- Produced a **behavioral science podcast** reaching **30,000 staff**, amplifying adoption insights and strengthening organizational learning.

Ministry of Information Technology and Telecommunications (Colombia – Judiciary Branch)

- Directed interventions to promote digital technology adoption among public officials, leveraging behavioral insights to improve interoperability.

- Conducted 110+ surveys and observations and applied the **COM-B model** to identify barriers and facilitators.
- Designed targeted interventions to address attitudes, misconceptions, and behaviors hindering collaboration and interoperability adoption.
- Measured outcomes rigorously, achieving a **15% increase in interoperability adoption**.
- Led a team of two **human-centered designers**, ensuring interventions were grounded in behavioral insights.

United Nations Food and Agriculture Organization (FAO – Costa Rica, Public Policy)

- Directed research and strategy development for the “1000 Digital Villages” program, strengthening digital adoption in rural community-based tourism enterprises.

- Conducted a systematic literature review and secondary research on contextual factors affecting digitalization.
- Facilitated 4 focus groups with 15+ participants, analyzing barriers and co-creating strategies to strengthen digital adoption among three community-based rural tourism enterprises.
- Applied design thinking and behavioral research methods to structure discussions and ensure stakeholder engagement.
- Developed and proposed a comprehensive digitalization strategy tailored to the needs and challenges of rural tourism enterprises.
- Facilitated collaborative workshops with experts and stakeholders, guiding the co-creation of a tailored digitalization strategy for rural tourism enterprises.

Asesoftware - IT consultancy
PEOPLE CONSULTANT

Feb. 2020 - Dec. 2020

Michael Page - HR Consulting
INTERN

Jul. 2019 - Jan. 2020

Odinsa - Engineering and Construction
INTERN HR

Jan. 2019 - Jun. 2019

Foundation for the Assistance of Abandoned Children
INTERN PSYCHOSOCIAL TEAM

Jul. 2018 - Dec. 2018

VOLUNTEERING**Refunet - London, UK**

- Tutor in Psychology (research methods & experimental design), working with refugees and asylum seekers.

London, United Kingdom

2024

CERTIFICATES

- UCL – Mental Health and the Mind** (London, 2017)
- University of Twente – Health and Happiness** (Netherlands, 2017)