# Silvana Restrepo

## EXPERIENCE ARCHITECT

Cross-Cultural Digital Transformation | Experience Excelence I Business Growth

📞 (+34) 649-778-762   ✉️ silvanarestrepo888@gmail.com   📍 Madrid, Spain   ⊙ www.experiencearchitect.design   in linkedin.com/in/silvanarestrepo

*"Twenty years orchestrating transformations across seven industries and three continents"*

Twenty years of turning business complexity into competitive advantage. Core expertise: designing at the intersection of behavioral psychology, emerging technology, and business strategy. Specialized in frameworks where technology amplifies human potential and complexity becomes competitive advantage. Leadership philosophy transforms friction into opportunity, relationships into strategic assets.

## CAREER JOURNEY

### Business Partner & Experience Strategist
**2020-25**

GLOBANT | SPAIN

Global technology powerhouse serving Fortune 500 enterprises

**BUSINESS IMPACT**
- Orchestrated enterprise transformations generating €15M+ in strategic value through experience-led innovation.
- **Pioneered** digital-physical integration for a wellness initiative, creating seamless omnichannel experiences
- **Structured** AI-automated product management framework, accelerating ideation-to-prototype cycles from 12 weeks to 4 weeks-Guess Support Platform.

**KEY PROJECTS**
- AI Platform Strategy: Led experience strategy for code intelligence platform, transforming developer productivity workflows
- **Launched** discovery frameworks for Allianz, Cofares, Nomade Group, MGM Resorts and Danone, opening €5M+ in digital transformation opportunities
- Cross-Cultural Digital Strategy: Launched culturally resonant digital experiences across MENA markets
- Entertainment Industry Transformation: Unified product governance system across diverse venue types and geographic markets

### Business Engagement Lead
**2019-20**

CENTRE FOR THE FOURTH INDUSTRIAL REVOLUTION-WEF | COLOMBIA

Connected policy innovation with industry transformation through stakeholder ecosystem architecture.

**KEY RESULTS**
- Connected emerging technologies with governance models between public policy and industry
- Designed prioritization methodologies for emerging technology adoption
- Facilitated stakeholder alignment between academia, private sector, and government entities for technology policy development
- Established partnership models connecting global technology leaders with regional implementation needs

### Strategic Design Director
**2018-19**

DESIGNIT (WIPRO) | COLOMBIA

Global strategic design consultancy

**KEY RESULTS**
- Established Colombian market presence while leading 20+ multidisciplinary design professionals.
- **Initiated** World Economic Forum partnership on IoT frameworks for aerospace and automotive sectors
- **Managed** portfolio of enterprise clients across finance and retail.
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### Marketing Director - Real Estate
**2016-18**

GRUPO ÉXITO | COLOMBIA

Latin America's largest retail conglomerate

**KEY RESULTS**
- Transformed 32 shopping destinations through experience-led innovation strategies.
- **Executed** experience strategy increasing foot traffic across portfolio

### Business Intelligence Manager
**2013-16**

INDUSTRIAS HACEB | COLOMBIA

Data-Driven Growth Strategy

**KEY RESULTS**
- **Steered** shift from production to consumer focus across product portfolio
Delivered 26% sales growth and 4% profit increase through consumer-centric strategy

## CORE CAPABILITIES

### AI & EMERGING TECHNOLOGY

AI Product Development | Platform architecture for 31K+ developer users • Intelligent Automation | Business process optimization through AI integration • Predictive Analytics | Data-driven decision frameworks & behavioral modeling • No-Code AI Implementation | Rapid prototype to production workflows [Certified 2024]

### BUSINESS TRANSFORMATION

Cross-Cultural Market Entry | Implementing new corporate ventures • Digital Strategy Consulting | C-suite advisory for technology adoption • Performance Optimization | 26% sales growth, 4% profit improvement • Team Leadership | 20+ multidisciplinary global teams across time zones

### STRATEGIC DESIGN

Experience Architecture Frameworks | End-to-end customer journey transformation • Business Model Innovation | Revenue stream diversification & platform strategies • Change Management | Cultural adoption strategies for technology implementations • Policy & Governance | Regulatory frameworks for emerging technology adoption

## STRATEGIC EDUCATION & CERTIFICATIONS

**Executive Leadership Program**
Wharton University (2019)

**Design Leadership Certification**
Cooper Professional Education (2019)

**Innovation & Future Thinking**
Instituto Europeo di Design (2017)

**Coding with AI Bootcamp**
100DaysOfAI (November 2024)

**Agentic Systems**
Maven (June 2025)

**Business Administration**
EAFIT University (2001)

**MBA, Marketing**
EAFIT University (2006)

**Neuromarketing Specialist**
Universidad de La Plata (2010)

## REPRESENTATIVE PORTFOLIO

**AI-Powered Developer Intelligence | Global Software Development**

Challenge: 31K+ developers struggling with codebase navigation efficiency, multiple IDE'S, multiple WOW. Solution: Architected AI platform transforming static code repositories into dynamic knowledge systems • Impact: Reduced developer onboarding time, improved code reusability.

**Healthcare Workflow Optimization | Johnson & Johnson - USA**

Challenge: Complex surgical workflow management requiring precision and efficiency • Solution: Designed an enhanced clinical decision support system

**Cross-Cultural Digital Wellness | Saudi Arabia - PIF Company**

Challenge: Launch culturally resonant wellness platform in a traditional market Solution: Created phygital ecosystem honoring cultural values while enabling personalization • Impact: Established Saudi Arabia's first collective wellness