

Marcos Lorca Campos

Mail: marcoslorca@gmail.com Mobile: +569 9299 4241

<https://www.linkedin.com/in/marcoslorca/>

<https://www.iconolatra.cl>

User Experience Designer, Master's in Educational Informatics from the University of Chile, and Diploma in Service Design from the University of Desarrollo. Certified in Scrum, with experience working on the design of highly complex digital products for companies such as Walmart and Universidad Finis Terrae. Highlights include practical problem-solving skills in incident management and project sustainability, as well as strong communication, group leadership, stakeholder and client interaction, and continuous learning abilities.

Working Experience

4A Spa for Walmart

Apr 2022 – Oct 2023

UX/ UI Designer

Leads User Experience projects for the Marketplace Returns, Technical Services, and Internal Management Applications areas for Chile and Latin America, aiming to streamline and optimize operational processes.

Develops a solution for returns of products sold on the Marketplace, handling over 600 monthly returns, resulting in a 66% reduction in response time (equivalent to 40% of the total).

Creates an application for the technical service department (repairs), ensuring traceability of products and assets, including repair time allocation, implementing controls that led to a 12.8% decrease in assets, equivalent to 460 million pesos annually.

Enhances the scheduling orders app (online purchases) for Líder La Reina, integrating the first order consolidation robot (MFC), resulting in a 50% increase in order management response times.

Main technologies

Figma, FullStory, Mural, Optimal Workshop.

Mind Do

Sep 2020 – Mar 2022

Lead UX/ UI Designer

Leads a user experience team for the digital product "A un toque" (software for processing cases in Local Police Courts) used by 20 municipalities nationwide, aiming to enhance efficiencies and processing times for cases.

Improves efficiency by 40% in case processing through usability testing and product customization, additionally reducing error rates by 42%.

Main technologies

Adobe XD, Mural, Optimal Workshop, HTML, SCSS.

Universidad Finis Terrae

Sep 2011 – Mar 2018

Web Project Manager

Develops a new architecture for the institutional website as well as for each faculty and its 20+ programs to deliver specialized content for each program, enhancing their agility and performance.

Enhances the institution's communication channels with its students through self-managed web pages for each program.

Achieves a sustained increase in application and enrollment processes of over 15% in the last three years, contributing to over 750 million additional revenue through this approach.

Main technologies

Joomla, HTML, SCSS.

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Education

Diploma in Data Science

Universidad Autónoma de Chile

En Curso

Diploma in Service Design DSS

Universidad del Desarrollo in collaboration with Procorp

2021

Certification Program UX-PM

AyerViernes S.A. in collaboration with the UX Alliance (www.uxalliance.com/es/).

Licence Number Level 3: UX-PM3-0299-CL18-0002

Licence Number Level 2: UX-PM2-0852-CL18-0016

Licence Number Level 1: UX-PM1-1498-CL17-0039

2018

Workshop in Usability and User Experience

Pontificia Universidad Católica de Chile.

2017

Master degree in Education with a minor in ICT

Universidad de Chile.

Gets the Master's degree with the thesis "Meaning attributed by participating teachers of the e-PELS project to the use of ICT in language teaching" Evaluated with Highest Distinction, grade 7.

2011

Visual Communication Design

Universidad Tecnológica Metropolitana..

2002