



✉ erepain@pichincha.com

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📍 Quito, Ecuador

EDUCATION

- **Paris Descartes University - France**
MSc. Biomedical Engineering
With highest honors
Completed in 2010
- **Stanford University - USA**
Human Computer Interaction
MOOC
Completed in 2010
- **Toulouse II University - France**
BSc. Cognitive psychology & Ergonomics
Completed in 2008

SKILLS

- Growth Mindset
- Complex problem solver
- Empathy
- Negotiation
- Critical & Creative Thinker
- Communication Skills
- EX/CX Strategy
- French, English, Spanish

Daphné Repain

Designing Human Experiences

Fight complexity everyday to make people's life better.

PROFILE

13 years as a business partner for organizations to empathize with customer insights and to be more autonomous to improve the customer experience.

Complex problem-solving through cross-functional teams.

CX & EX strategy & DesignOps at scale.

Motivated by positive Impact & Ethic.

Teacher, speaker, author.

WORK EXPERIENCE

Banco Pichincha | Customer Experience Manager - Ecuador *2021 – Present*

Responsible for overseeing all design and innovation aspects of the company's products and services. Human-centered mindset & design at scale.

Customer experience & employee experience strategy and implementation.

Leverage the voice of the customer with data to influence strategic decision-making.

Banco Pichincha | Design Chapter Lead - Ecuador *2018 – 2021*

Digital Lab creation & and implementation with CDO

I oversee design work across 10 agile squads and lead a chapter of 17 experienced designers. We combine Design Thinking, Lean UX, and Agile while the goal is to continuously identify customer needs and to validate ideas to the right products to market faster - Product/Market Fit

DesignOps implementation & Design System creation

Service Design Evangelisation

Cultural Transformation Management

KFC Group | Senior UX Design Lead - Ecuador Colombia Venezuela *2018*

Diagnostic to enhance the performance of its home delivery process
5 brands for Ecuador, Colombia & Venezuela

UX Team definition and training

Collaboration with Stakeholders, providers, and country managers

User Research, Design Studio, Process analysis, Project management

BOOKS & ARTICLES

UX Latam: historias sobre definición y diseño de servicios digitales
May 2022 | Universidad del Pacífico, Chile

Declaracion Iberoamericana de UX
Nov 2017 | Universidad Catolica de Valparaiso, Chile

CERTIFICATIONS

- **Retention & Engagement - Reforge**
Completed in 2023
- **Change Management - To be company**
Completed in 2022
- **Leading positive change through Appreciative Inquiry - Case Western Reserve University**
Completed in 2022
- **UX Management - Nielsen Norman Group**
Completed in 2020
- **Accesibility - IDF**
Completed in 2019

HONORS & AWARDS

2023 & 2022 | IZO
Third Best Finance Company (CX)

2017 | Universidad de Concepcion
Primeras jornadas de ergonomía

WORK EXPERIENCE

McKinsey & Company | Head of User Experience - Chile

2017

Digital Transformation & Innovation Center Implementation within financial institutions

Design Thinking, Agile, Design Studio, Recruitment

Proposing Solutions to Business Problems, Strategic Planning, Workshops to Facilitate Decision Making,

Profesional Training - Universities, Business Schools & training Centers

2011 – Present

Ruta Digital Product Design, en colaboración con IDEO - Colectivo23 (Peru, 2021 - presente)

CX, Strategy & innovation - USFQ (Ecuador 2021 - Presente)

UX Design & Mobile Strategy - Arthur Lok Jack Business School (Trinidad & Tobago, 2016-2019)

Design Thinking, Design Sprint, User-Centered Design Methods - Formacion Gerencial Internacional (Ecuador, 2017-2018)

UX Design & Usability - Universidad de las Americas (Ecuador, 2018)

Human Machine Interface and Usability Evaluation Methodologies - UBO (France 2011-2012)