

# Oriana Morgado

Location: Armenia, Quindío, Colombia.

Phone: +573206644478

Email: [osi.morgado@gmail.com](mailto:osi.morgado@gmail.com)

URL: LinkedIn: <https://www.linkedin.com/in/oriana-morgado-diseno/>

Portfolio <https://www.orianamo.com/>

## Professional Profile

I am a graphic designer with emphasis in UX/UI design, fluent in English (C1). I have experience with creating user-focused applications and user interface, developing user-friendly products, with attention to detail and focus on end-user efficiency with the ability to understand the needs, motivations and behaviors of customers to translate them into actionable results. I have knowledge in wireframing and prototyping (Lo-Fi and Hi-Fi), flowchart development and information architecture (IA), rapid prototyping, responsive design and web design developing them in tools such as Figma, Adobe XD, ProtoPie, Sketch, Photoshop, Illustrator, InDesign and WIX. I believe myself to be a person with creative skills with a detail-oriented approach, flexibility in changing environments and problem-solving skills,

## Professional Experience

### Teleperformance

**Regional Account Manager** - 08.2020 – 06.2021

#### Responsibilities

- Build action plans for the implementation and deployment of new geographies and ensure compliance of the main KPIs of the 3 countries (Colombia, Peru and Nicaragua) using tools such as PowerBi, Lean and Six Sigma.
- Ensure and monitor the account revenue on a weekly basis to control losses, increases or decreases of the agreed budget for each month.
- Evaluate the action plans implemented by the ACCMs to monitor their teams on a weekly basis.

#### Achievements

- Implemented the action plan to launch two new geographies (Peru and Nicaragua) to the account adding over 1500 new people and generating a increase of 15% in the total revenue (gross margin) to the company.
- Launched the account from the ground up in Colombia generating a growth of 200 people in the first month for a total of 1000 people in the first year.
- We achieved a 5-year contract with the client, generating a fixed income of around \$1,000,000 USD per month (variable depending on the exchange rate of the USD).

**Assistant Contact Center Manager** - 04.2020 – 08.2020

#### Responsibilities

- Design action plans to follow-up targets agreed upon by the supervisors for the achievement of key KPIs.
- Coordinate strategies and procedures along with other support departments in order to increase or sustain both internal and external KPIs indicators for the different LOBs.
- Provide coaching and support to supervisors to mitigate their operational challenges to meet their needs, improve their performance and increase their achievements within the teams delivering the best possible results.

#### Achievements

- Increased the KPIs of our assigned teams by 40%, thus exceeding the goals agreed upon by the client.
- Earned client recognition based on the good management and implementation of the Colombian LOBs resulting in a 20% bonus over the GM for the organization and the account.
- Optimized the clean-up time of the backlog by 80% by prioritizing through PowerBi the classification of the tickets, providing greater visibility to urgent or repeated cases.

## **Operations Supervisor - 05.2019 – 03.2020**

### **Responsibilities**

- Monitor on a daily basis the performance of the agents under my leadership to guarantee an optimal delivery of results at the end of the week.
- Coaching the agents according to their performance and following up on the commitments agreed upon by them.

### **Achievements**

- Exceed client goals over a period of 6 months by increasing performance by 20%.
- Implemented a new specialized LOB for the campaign which resulted in a 60% improvement in response times on backlog cases.

## **Customer Service Specialist - 05.2019 – 03.2020**

### **Responsibilities**

- Meet the goals agreed upon by my supervisor on a weekly or monthly basis.

### **Achievements**

- Met the client's goals and targets, thus achieving a promotion to a higher position.
- I was a backup during my supervisor's absences, which provided me with greater exposure to the client (internal and external).

## **El Chopstick / Crepa Creperia**

### **Graphic Designer/Community Manager - 2014 – 2019**

#### **Responsibilities**

- Design graphic pieces to be used at different kinds of projects for the restaurants in both digital and printed format.
- Create strategies and graphic material for social media promotion.
- Brand development (identity manual) in accordance with the vision and mission of the company as well as the design of both printed and digital content.

#### **Achievements**

- Thanks to the outreach on social networks, I managed to obtain a 15-minute spot on TeleCafé Channel in order to promote the restaurant through a channel visit to the premises where we explained the preparation process of the crêpes.
- I designed from concept the packaging prototypes for the restaurant products that were mass produced up to more than 5,000 units.
- Partnered with different logistics companies to be present with the food truck (the chopstick) in regional fairs.

## **Education**

**EAM** – Graphic & Visual Design – Armenia, 2014.

**Coursera/Google** – UX/UI Design Professional Certification – Armenia, 2022.

**Coderhouse** – Product Management Certification – Armenia, 2022.

## **Habilidades**

- Figma
- Adobe XD
- WIX
- ProtoPie
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Sketch

## **Languages**

- Spanish Native
- English C1
- French B2