

# Jonathan Ismael Godinez Lopez

## Service & UX designer

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**Portfolio:** [ismaelgodinez.com](https://ismaelgodinez.com)

### Summary

Service & UX Designer with 3+ years' experience delivering end-to-end digital products across industries such as healthcare, mobility, finance, manufacturing and building technology. Passionate about uncovering the characteristics that drive business value through human-centered design to enhance both user experiences and operational efficiency.

### Experience +3 years

#### Finsa Consulting SPA Service & UX designer

November 2022 – Present Milan, IT

Finsa provides design, IT, and finance consulting to diverse industries. I have contributed multiple **service & UX innovation projects**, leading **research, strategy, and design execution** across multiple sectors.

##### Key Responsibilities:

- Leading multiple projects, most recently a **service innovation** project in the building technology sector
- Planning and conducting **user research**, and **market analysis**.
- Shaping the **user experience** for multiple products and services
- Leading **WCAG-compliant accessibility assessments**, delivering intervention reports and teams' training
- Coordinating directly with developers, stakeholders and clients

##### Impact:

Delivered successfully **more than 8 projects** over the past 3 years. **Attracted new business leads**, including re-engaging with Bosch (previous job).

#### Robert Bosch GmbH UX designer (internship)

January – June 2022 Stuttgart, DE

**RideCare** is an internal venture within **Bosch's Mobility Solutions** division, focused on enhancing **safety in shared and on-demand mobility services** such as car sharing and ride-hailing.

##### Key Responsibilities:

- Supported **research activities** for usability testing and specialized user interviews
- Participated in **user journey mapping** and key user flows
- Conducted **market research** continuously and developed a recurring update newsletter
- Contributed to the **app and web interface design**
- Produced **videos and animations** aimed to assist users during the installation process

### Skills

#### Languages

- **Spanish** – Native
- **English** – Advanced professional proficiency (C1)
- **Italian** – Intermediate professional proficiency (B2)

#### Soft skills

- **Leadership** – Strong communicator and effective collaboration
- **Flexible Mindset** – Holistic thinker with a multidisciplinary background
- **Hands-on Approach** – leveraging experimentation and iterative problem-solving

### Research & Strategy

- Experience conducting **qualitative and data-driven research** (e.g., interviews, shadowing, surveys)
- Desk research, **trend analysis, and competitive landscaping**
- **Strategic focus** on **innovation, service design** and design thinking for business outcomes
- **Journey mapping, process mapping, service blueprints, personas, and user experience flows**

### Communication & Delivery

- **Storytelling & video production**
- Skilled facilitator of **collaborative workshops and co-design**
- Experience with cross-functional collaboration and **Agile** frameworks

**Impact:**  
Delivered video assets **saving ~€15K in budget**, avoiding external production costs.  
Consistently received **positive peer feedback** for quality and initiative.

Italfrigo Services SRL      UX designer (internship)

January – April 2021      Milan, IT

Italfrigo provides **automation solutions for the food service industry**, with a product portfolio focused on enhancing kitchen efficiency and restaurant operations.

- Key Responsibilities:**
- Conducted **market research**, supporting the development of targeted digital communication strategies
  - Contributed to **wireframing and prototyping** Italfrigo's e-commerce platform
  - Maintained and created **UI patterns**

[See 5 more on LinkedIn →](#)

Design & Prototyping

- Wireframing & user flows
- Information architecture & interaction design
- Responsive and accessible design (WCAG standards)
- High-fidelity prototyping & design system development
- Physical-digital design integration

Tools & Technologies

- **UX Tools** – Figma, Miro, FigJam
- **AI tools** – tool for quick prototyping and integrated workflows
- **Creative Suite** – Adobe Illustrator, Photoshop, After Effects, Premiere
- **Web Front-end development** – HTML, CSS, JavaScript
- **CAD & 3D** – Rhino, Grasshopper, V-Ray, KeyShot, 3ds Max, AutoCAD

Education

Accessibility for web   Training	Finsa Consulting, Italy	2024
Product Service System Design   Master of Science	Politecnico di Milano, Italy	2019 – 2022
Industrial Design   Bachelor degree	Tecnologico de Monterrey, Mexico	2013 – 2017
Strategic design   International exchange	Pontifical Bolivarian University, Colombia	2017