

MONICA GARCIA

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PROFESSIONAL EXPERIENCE

NOVARTIS PHARMACEUTICALS

Mexico City, Mexico

Project Manager, Consulting

2020-2023

- Managed a cross functional global team responsible for the design of a centralized marketing content model, and executed a pilot for 3 markets and 2 priority brands to validate hypothesis that 80% of the content could be produced globally and adapted locally
- Created and led the Global Innovation team servicing ~500 consultants across 5 countries by developing and providing training on human-centered design frameworks and methodologies. Increased 45% the number of innovation projects won by the internal consulting team

MINSAIT CONSULTING

Mexico City, Mexico

Sr. Consultant, Management Consulting

2017-2020

- Revamped sales model for a major Coca Cola FEMSA, creating a commercial digital office app that optimized operations projecting a \$1.5M sales increase by incorporating technologies like: AR, document digitization, telemetry, live data visualization, advanced analytics and chat-bots
 - Led the development of a custom-made promotional planning web platform for Unilever LATAM. New platform allowed for a reduction in planning lead time from 46 days to 25 days
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PROJECT EXPERIENCE

MULTIPLE DESIGN

Chicago, IL

INNOVATION PROJECTS

Sept 2023 - Ongoing

- Developed the UX and UI for an EV app focused on safety features, based on the insights identified through 8 user interviews to understand user needs and behaviors focused on driving safety
 - Designed an AI autobiography app prototype after conducting 8 caregivers' interviews for a design research course, focused on strengthening interviewing, observation and data synthesis skills
 - Prototyped 10+ different concepts for a health and beauty products in partnership with Procter and Gamble. Conducted 24 user interviews to understand user needs and behaviors gen z users and ideated and tested these prototypes with users.
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EDUCATION

NORTHWESTERN UNIVERSITY, SEGAL DESIGN INSTITUTE

Chicago, IL

Candidate for M.S. in Engineering Design Innovation | GPA: 3.75

March 2025

Concentration in Strategy and Service Design

Relevant course work: Service Design, Interaction Design, Human Centered Design, Design Research, Design Strategy

INSTITUTO TECNOLOGICO DE ESTUDIOS SUPERIORES DE MONTERREY

Mexico City, Mexico

B.S. Industrial Engineering with minor in systems | GPA: 3.3

2015

SKILLS & INTERESTS

Language: Spanish (native), English (full professional proficiency)

Certifications: Modern Marketing, Scrum master

Tools: Figma, Adobe CC, Tableau, R studio, MS Office