

# CRISTINA A. FAWAZ LÓPEZ

## DESIGN & INNOVATION STRATEGY

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### PROFILE SUMMARY

Human-centered service designer and innovation strategist with 8+ years of experience leading end-to-end service design, user research, and innovation initiatives across diverse sectors globally. Adept at uncovering user needs and synthesizing insights into actionable solutions, I specialize in designing inclusive and collaborative experiences through systems thinking and iterative prototyping. A skilled facilitator, I have led cross-functional collaborations and mentored teams to drive impactful innovations that align user needs with business goals.

### SKILLS

Co-design & Systems Thinking  
Innovation Strategy  
Human-Centered Design & Research  
Service Design  
User Research  
User Journey Mapping & Blueprinting  
Qualitative & Quantitative Research  
Data Visualization  
Workshop Design & Facilitation  
Event Design & Management  
Team Leadership & Mentorship  
Agile & Cross-functional Collaboration  
Synthesis & Analysis  
Client Engagement & Communication

### TOOLS

Miro, Figma, Adobe Creative Suite,  
Miro, Google Suite, Survey Monkey

### LANGUAGES

- Spanish: Native
- English: Native
- French: Working Proficiency
- Arabic: Intermediate
- Italian: Intermediate
- Chinese: Elementary Proficiency

### WORK EXPERIENCE

#### SecondMuse

Remote

#### SENIOR DESIGN MANAGER

June 2022 - September 2024

- Led research and development for purpose-driven initiatives with global organizations, including NASA, Universidad Iberoamericana, Western New Mexico University, and the Regenerative Monterrey initiative.
- Designed and launched the [NASA Space Apps Collective](#), an open innovation program fostering global collaboration and bringing together 500+ participants and 20+ NASA and industry leaders.
- Developed a year-long curriculum of 8+ workshops, educational toolkits, and a virtual summit, including panels, lightning talks, networking, and co-design sessions for the [NASA Space Apps Collective](#).
- Created frameworks to scale research, design, and service delivery processes, driving operational efficiency and long-term impact across the SecondMuse.
- Mentored colleagues in facilitation and service design, fostering innovation and strengthening cross-functional team capabilities.

#### Design, Strategy & Research Consultant

Multiple Locations

August 2014 - Present

- Facilitated design strategy workshops for small-to-medium businesses in Puerto Rico, empowering entrepreneurs to integrate participatory methods and co-design into their workflows.
- Conducted extensive user research and synthesized findings into actionable design strategies for an early childhood development program in LATAM with the International Rescue Committee.
- Developed and executed community engagement strategies, service blueprints, impact evaluation frameworks, and impact reports for organizations in nonprofit, academic, and private sectors, ensuring seamless customer experiences.
- Defined ethical design guidelines and co-created the International Community Foundation's first Code of Ethics.

## LEADERSHIP & VOLUNTEER EXPERIENCE

### PRESIDENT

Sunlight for Survivors Grad Club, USD  
San Diego, CA | 2020 - 2022

### CO-DIRECTOR OF MARKETING

Latinx Grad Student Association, USD  
San Diego, CA | 2021 - 2022

### JOIN THE LEAGUE

Board Fellow  
San Diego, CA | 2021 - 2022

### CENTRO COMPRENSIVO DE CANCER

Operations Volunteer  
San Juan, PR | 2017

### LA CASITA CULTURAL CENTER & NORTHSIDE LEARNING CENTER

English Teacher  
Syracuse, NY | 2015

## CONTINUING EDUCATION & PROFESSIONAL DEVELOPMENT

### ACADEMIA

PRÁCTICA EMPRESARIAL  
San Juan, PR | 2019

### UX + DEV PROCESSES DECODED WORKSHOP

San Juan, PR | 2019

### UNSCHOOL OF DISRUPTIVE DESIGN

Emerging Leaders Fellowship  
Berlin, Germany | 2016

### AMERICAN UNIVERSITY OF BEIRUT INTENSIVE ARABIC COURSE

Beirut, Lebanon | 2014 & 2015

### ENCOMPASS JOURNEY OF UNDERSTANDING

Snowdonia, Wales | 2015

### Mulvaney Center at University of San Diego

San Diego, CA

#### GRADUATE ASSISTANT

August 2020 - February 2022

- Synthesized research insights to enhance community engagement strategies and inform annual reports and marketing campaigns.
- Managed the marketing team and oversaw university-wide engagement initiatives, ensuring alignment with diversity, equity, and inclusion (DEI) best practices.
- Designed and implemented a website strategy for the Impact Linda Vista Initiative, using user research and co-design methodologies.
- Co-taught an emergent and adaptive leadership course.

### Tripoli Construction

San Juan, PR

#### PROJECT MANAGER

October 2019 - September 2020

- Developed and managed project timelines and budgets for two multimillion-dollar construction projects.
- Collaborated with key stakeholders to define project strategies, objectives, and outcomes.
- Managed client communication and optimized workflows to maintain quality standards.
- Supervised a team of 10 employees and subcontractors, ensuring compliance with industry regulations.

### ReImagina Puerto Rico (CNE)

San Juan, PR

#### RESEARCH & POLICY ANALYST

January 2018 - September 2019

- Designed strategy frameworks that enabled stakeholder engagement to assess reconstruction needs across six sectors.
- Conducted qualitative research and 20+ stakeholder workshops with technical experts, community leaders, the local and federal governments, and local and global organizations to synergize post-hurricane reconstruction strategies in Puerto Rico.
- Developed social impact initiatives in collaboration with Habitat for Humanity and the Puerto Rico Housing Department.
- Led the development of two digital platforms, including Construcción PR, using UX research and service design methodologies to deliver user flows, wireframes, and prototypes.
- Co-developed six reports outlining 50+ recommendations for Puerto Rico's sustainable development. Managed the translation of the reports to ensure their accessibility in Spanish and English.
- Served as a liaison between local organizations and communities, government officials, and international enterprises.

## EDUCATION

### UNIVERSITY OF SAN DIEGO

Master of Arts in Social Innovation

2020-2022

### SYRACUSE UNIVERSITY

Bachelor of Industrial Design (B.I.D)

2011 - 2016