

I am Daniela, a

Service
Designer &
*design
researcher*



CIID
Interaction Design
Program

Ulead
Master's in International Trade
and Markets

UNA
Bachelor's Degree in
International Business and Trade

Research

Prototyping

Service Design

Systems Thinking

Design for complexity.
Connect **people, systems,
and strategy.**

Service designer and design researcher, bringing **10** years of public policy experience to design services that work for people and institutions. I design solutions for complex systems, connecting human needs with organizational, institutional, and operational realities.

I use human-centered research, systems thinking, co-design, and rapid prototyping to turn complex challenges into actionable strategies, services, and tangible solutions.

Contact information

Portfolio: danielagomez.com

Email: d.gomezmurillo@outlook.com

Whatsapp: **+506 8750 4729**

LinkedIn: www.linkedin.com/in/danielagomez

Core Capabilities

Design & Research

Design Research · Service Design · Systems Thinking · Life-Centered Design · Rapid Prototyping · Co-design

Strategy & Analytics

Ecosystem Mapping · Strategic Planning · Service & Program Design · Data-informed decision-making

Leadership & Execution

Stakeholder Facilitation · Cross-functional Leadership · Project Management

Selected Design Work

HELD

Product &
service design



Fill the Gap

Service design



Buon Vicino

Life-centered
research



Helptolites

Biomimicry
design

Tools & Languages

Languages: Spanish (native) · English (C1, advanced)

Design & prototyping: Figma · TouchDesigner · Processing · Miro

Data: Power BI · Excel

Project management: Asana · Trello · Lean Six Sigma

My Experience

Ministry of Foreign Trade of Costa Rica

Policy Advisor, Talent & Investment | August 2023 - August 2025

- Led the co-design of a national talent framework addressing skills gaps identified by the OECD, convening a task force of **30** organizations across government, higher education and multinational companies.
- Mapped stakeholder roles, incentives and governance gaps to align fragmented initiatives into a shared roadmap.
- Coordinated and delivered a train-the-trainer program with **8** universities to strengthen teaching in strategic fields.
- Secured university commitments to expand enrollment in strategic degree programs, aligning academic supply with investment demand.
- Built international partnerships through study tours with potential allies such as CALDO (Canadian university consortium).

Amazon

Project Manager | August 2021 - August 2023

- Led continuous improvement projects using Lean Six Sigma, with multicultural teams of **15–20** people across India, Costa Rica and Mexico.
- Managed the expansion of services into new markets and the growth of the team's service portfolio.
- Built weekly KPI dashboards tracking throughput, customer satisfaction and response time, used to monitor performance and set team priorities.

CINDE – Costa Rican Investment Promotion Agency

Investment Climate Executive | January 2016 - August 2021

- Led the redesign of The Talent Place, a digital talent platform connecting students, universities and multinational companies around internships, training and career opportunities.
- Co-designed cross-sector initiatives with government, universities, and **200+** multinational companies to address talent, gender equity, and innovation ecosystem challenges.
- Presented economic insights and global trends to C-level executives, building value propositions that supported companies' decisions to expand their operations in Costa Rica.
- Mapped stakeholder incentives to structure collective action between companies, academia and government.

Education

Interaction Design Programme

Copenhagen Institute of Interaction Design (CIID)
August 2026

One-year, full-time intensive program in design-led innovation at the intersection of technology, society and nature.

- Applied design research, co-design and rapid prototyping to systemic social challenges
- Explored life-centered design and biomimicry to create solutions for people, communities and the planet
- Worked in multidisciplinary, international teams from early research to tested prototypes

Business Intelligence Specialization

Costa Rica Institute of Technology (TEC)
November 2022

Analytical and quantitative training for evidence-based decision-making.

- Statistical analysis and data structuring
- Baselines and impact indicators
- Interactive dashboards with platforms such as Power BI

Master's in International Trade and Markets

LEAD University (Ulead)
November 2018

Global economy, trade policy and the role of multilateral organizations in regional development, including the economic, geopolitical and social factors that drive investment and sustainable growth.

Bachelor's Degree in International Business and Trade

National University of Costa Rica (UNA)
November 2016