



amanda elisa
astorga pinto



amandastorga@gmail.com
+569 9088 7363



PROFILE

I'm a service and strategic designer from Chile. My biggest passion is working alongside communities in ways that empower people and foster their participation. I believe being a good strategic designer means to be able to navigate complex ecosystems, strategize creatively, and bring empathy to every step of the journey. I care about integrating multidisciplinary teams with diverse perspectives.

EDUCATION

The New School, Parsons School of Design, School of Design Strategies
2016–2018
MFA Transdisciplinary Design

Pontificia Universidad Católica de Chile
2009–2014
B.A. in Strategic Design

LANGUAGES & APPLICATIONS

English (fluent), Spanish (fluent)

Design thinking, qualitative user research, communication design, information design, editorial design, wayfinding.

Illustrator, Photoshop, InDesign, Premiere Pro, Keynote, SketchUp, MailChimp.

EXPERIENCE

Executive Director and Founder - NGO Constitución 2021 - Santiago, Chile (Ad honorem)

November 2019 - currently
– Lead and manage the organization, using HCD and design thinking.
– Provide graphic design for social media.

Manager, Computer Communications System - Hospital Félix Bulnes Cerda - Santiago, Chile

February 2020 - October 2020
– Manage the hospital's internal information web platform with the Concessionaire Society, using service and information design.

Associate Consultant - Equity at Work, ILR Cornell – New York, NY

January 2019–June 2019
– Design and conduct exploratory and working sessions.
– Guide framing for Strategic Planning, and analyze qualitative and quantitative data.

Graphic Design & Internal Outreach Internship - Human Resources, UN Women – New York, NY

January 2019–June 2019
– Develop graphic design contents related to Human Resources
– Implement internal outreach initiatives using a project management approach

Experience Design Manager - Social Movements + Innovation, The New School – New York, NY

September 2018–January 2019
– Provide strategic design support and analysis of qualitative data
– Lead designer of virtual and in person community experiences

Project Manager & Partner - Colabora Salud (Collaborative Health) – Santiago, Chile

December 2015–March 2017
– **School for Social Leaders.** Managed the school, based on the methodologies of peer-to-peer learning and collaborative design. Taught educational tools in co-creative workshops.
– **Ethnographic research.** Managed systematization, analysis and deliverables of collected data.
– **Triennial Plan Workshops for Health Promotion.** Conducted workshops for public health workers and civil servants using design thinking tools with a intersectional focus.

Information Design Strategist, Minga - Exequiel González Cortés Pediatric Hospital – Santiago, Chile

September 2014–August 2016
– **Workshops of co-design for murals and landmarks.** Developed and managed the project of co-design of the 17 environmental graphics (with functionaries, municipalities, and communities).
– **Information strategy design.** Led and managed the Signage System project for the new hospital.

FEATURED PROJECTS

Sexual Health Education for Latinx Parents - Parsons at The New School – New York, NY

August 2017–May 2018
– Conducted qualitative and quantitative research about sexual health education (U.S. and worldwide).
– Conducted ethnographic research with Latinx parents and caregivers.
– Created services and tools for intervention points in the journey of parents as sex educators.

Service design in public hospitals - Pontifical Catholic University of Chile – Santiago, Chile

August 2013–August 2014
– Conducted ethnographic, qualitative and quantitative research in the process of the Sampling Unit, its journey's experience and navigation system.
– Improved touchpoints between the service of Sampling Unit and the patients.

Poetics of Feminism – New York, NY

October 2018–currently
– Managed a design practice where youth are engaged using human-centered approaches to solve systemic problems and speculate the future of feminism. They practice design by researching, mapping, prototyping, and role playing.

SKILLS

Proficient in service design practices
Adept in project management
Qualitative and design-led researcher
System-oriented thinker to social innovation
Competent in community-based design
Community experience facilitator
Adobe Suite Maven

RECOGNITION

**The Dean's Merit Scholarship
The New School**

Academic year 2016 – 2018

**Scholarship for Master Abroad
Becas Chile CONICYT**

Academic year 2016 – 2018

**Starr Summer Travel Research
Grants
India China Institute The New
School**

May 2017 – August 2017

**Winning team in Hack Health
The New School in partnership
with Cognizant**

October 2016

Poetics of dying – Healthcare Studio, Parsons at The New School– New York, NY

August 2017 – August 2018

- Conducted qualitative research (participants workshops, video ethnography focus groups, wheel of reasoning).
- Managed rapid prototyping for intervention points.

Advocacy Kit – Healthcare Studio, Parsons at The New School– New York, NY

August 2016 – December 2016

- Conducted qualitative research about the journey of terminal patients and end of life in the U.S. from the healthcare and economics perspective
- Managed rapid prototyping for intervention points
- Designed functional prototype

RESEARCH

Research Assistant The New School, Media Studies - under Nitin Sawhney – New York, NY

January 2018 – June 2018

- Developed a standardized coding key for PAR papers analysis.
- Assisted students with class projects.

Qualitative Research “Perception of Gender Equality and its Impact on Women’s Health” – New Delhi, India

May 2017 – August 2017

- Developed and conducted workshops with different communities of women, using design tools.

TEACHING

Design thinking and collaborative planning

Workshop creator and facilitator, Cooper Hewitt Design Snacks

March 2021

- Organize the 90 minutes workshop about how to frame a design problem for non-designer thinkers.

Training Course Social Managers for functionaries of the Regional Ministerial Secretary of Health

November 2015

- Coordinated, manage and executed 2-days training course.
- Responsible for grading the assignments and final project.

Teacher Asistant, Training Course Social Managers in the community

October 2015 – November 2015

- Coordinated the 5 weeks training course.
- Responsible for grading the assignments and final project.

Wayfinding

Teacher of Wayfinding class, Minga

June 2015

- Organize and gave a class of Wayfinding for the Workshop for a group of students from the municipality of El Bosque, Santiago.

Teacher of Wayfinding class, Information Design

May 2015

- Organized and gave a class of Wayfinding for the course of Information Design, Design Faculty.

Academia

Teacher Assistant, Pontificia Universidad Católica de Chile

March 2014 – July 2015

- Attended and participated in all classes.
- Responsible for grading tests, maintained records of grades, coordinated and communicated with students.

Courses:

- Interaction Studio (1st and 2nd semester 2014)
- Information Design (1st and 2nd semester 2014, 1st semester 2015)