

CV

Dalia Margolin

People—Centered Design

Curriculum Vitae

1.0 Experience

1.1 The Cocktail
Strategic Design & CX Consultant
Mexico City, Mexico
2024 - Present

Reshape how organizations and individuals engage with users, add value, and adapt for the future through experience design and strategic innovation. By systematically connecting with people and their contexts, I create purpose-driven experiences and foster new relationship models across various products and services.

1.2 NTT Data Europe & Latam
UX Researcher
Madrid, Spain
2023

Grasp the needs and desires of both the client and the end-user on a profound level in order to craft digital products and services that enrich the overall user experience. This entails facilitating workshops and interviews, meticulously analyzing qualitative, quantitative, and web analytics data, crafting archetypes, flows, and wireframes for projects targeting international organizations in the public sector and humanitarian assistance on a global scale.

1.3 Thrust Co.
Lead Design Thruster
Mexico City, Mexico
2018 - 2023

As the Head of the Strategic Design team, I effectively manage resources, timelines, projects, and multiple requests from diverse clients and suppliers. My responsibilities include analyzing problems, hypotheses, and conclusions to translate them into actionable insights that drive innovative solutions, connecting user needs with market opportunities and business objectives through a design-centric, strategic approach. Additionally, I develop strategies, concepts, brand solutions, and communication strategies, while also designing service experiences across physical and digital platforms, leveraging user research, journey and blueprint mapping, and implementation roadmaps to create user-centered solutions.

2.0 Education

2.1 Master in User Experience and Service Design
UDIT, Universidad de Diseño y Tecnología, Madrid, Spain
2022 - 2023

2.2 Bachelor in Graphic Design *Summa Cum Laude*
Diploma in Leadership and Academic Excellence
Universidad Anáhuac México Campus Norte
2014 - 2018

2.3 College Exchange Program in Graphic Design
Instituto Europeo de Diseño Barcelona, Spain
2017

3.0 Awards, Honors & Recognitions

3.1 al Diseño Award in Branding and Web Design
2020 - 2021

3.2 Ceneval Award for Performance of Excellence - EGEL
Centro Nacional de Evaluación para la Educación Superior
2018

4.0 Speaking Engagements

- 4.1

Not Your Average Pep Talk

Alumni Symposium Design with Senses

2022

Conference to 800 college students from Universidad Anáhuac México, emphasizing the significance of embracing the fear of making mistakes. It's perfectly acceptable to not have all the answers, questioning our motives and actions is a valuable practice. However, the true importance lies in our ability to respond, in our efforts to rectify our actions, and in how much we learn to prevent repeating the same mistakes.
- 4.2

Responsive Brands

Thrust Co.

2021

Joined by Jacob Benbunan, Co-Founder and CEO of Saffron; Diego Kolsky, former Executive Creative Director of FutureBrand; and Eladio González, General Editor of Grupo Expansión, we engaged in a conversation about the evolving roles of brands in shaping our new reality. These brands are transitioning from their customary leading positions to that of facilitators, aiding their customers, consumers, and users in their journey to reinvent and construct a more promising reality.
- 4.3

The Future-Present of Branding

Congreso Internacional Diseñar para la Humanidad

2021

Lecture given to more than 130 college design students, addressing the reconfiguration of the meaning of design in this new era. This transition moves design from a purely aesthetic standpoint to a strategic one, focusing on creating brands capable of anticipating, adapting to, and responding to the ongoing changes.

5.0 Social Participation

- 5.1

Scouts Israelitas de México

2011 - 2016

Youth movement which, through non-formal education, helps, trains and teaches more than 300 children and young adults to achieve their full potentials as individuals. Role of guide and leader of the organization, in charge of planning, directing and carrying out activities fulfilling the objectives previously mentioned.

6.0 Skills

- 6.1

Software

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, Figjam, Miro
- 6.2

Languages

Spanish (Native), English (Advanced), Hebrew (Advanced)