

MARIALEJANDRA GARCIA CORRETJER PhD

Human-Centered AI & Experience Design Leader | Executive Advisor



AI enablement strategy · design business leadership · Digital transformation · trust, agency & adoption by design
· hands-on craft · leading across EMEA, North America, APAC & LATAM · open globally for travel & remote work
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SUMMARY

I am a **Human-Centered AI advisor and end-to-end design business leader** and mentor. Across **16+ years** I have advised, designed and led complex systems, services, products, and teams. I am a hands-on leader: designing alongside my team while managing and coaching them. I built a practice from a single offering with no team into a **20+ service portfolio**. **EBIT grew from 15% to 21% to 30%, with 90% client retention, and I contributed to an NPS of 76 (EMEA) and 84 (NA) against a 75.4 global benchmark, alongside a €7M opportunity pipeline, tracking to roughly €3M revenue and €800K potential profit by end of 2026.** I lead a lean team of 6 with access to 160+ designers' org-wide, across 5 regions and 6 time zones.

I advise at executive level, CIOs, CTOs, CEOs, VPs and Directors, defining the **strategic approach to AI integration and enablement**, and turning uncertainty into measurable growth through a human-centered design lens.

Before LLMs went mainstream, my doctoral research (2015 to 2022) focused precisely on **HCI, AI, and human-robot interaction**. I have applied it in industries across **health, hospitality, financial services, retail and technology**, and across **B2B, B2C and employee-facing** products. Author of published research and of the forthcoming *Designing Intelligence* (2026).

EXPERIENCE

Head of Digital Experience Design, EMEA & NA · Human-Centered AI Practice Lead

Stefanini Group Barcelona, Spain / Remote | Sept 2021 to Present

- Built the practice from a single offering with no team into a 20+ service portfolio, now a key pillar of the AI and Digital Workplace towers and of our clients' digital transformation programs. EBIT 15% to 21% to 30%, 90% client retention, contributed to service NPS 76 (EMEA) and 84 (NA) vs 75.4 benchmark, opportunity pipeline grown to €7M this year, tracking to roughly €3M revenue and €800K potential profit by year end.
- Advise executives on AI integration and enablement: CIOs, CTOs, CEOs and VPs, in sessions for 8 to 70 senior leaders that compress weeks of deliberation into hours of aligned decisions, including a full-day C-level workshop for LVMH and 13 of its maisons, among them Dior, Louis Vuitton and Tiffany & Co. Most recently took a global consumer brand from a four-hour session to a new account and a three-year roadmap.
- Among several proprietary AI products I have co-designed, two stand out: an agentic IT-support tool that was losing user trust, rebuilt through conversational and behavioral design that returned control and agency to users, now at its highest satisfaction rating in five years and implemented for Tiffany & Co. beyond standard scope, with a brand-aligned internal campaign that lifted satisfaction above 90% and adoption to 60%; and a platform converting tool users into tool makers, at 46%+ adoption and 1.5M AI-powered task completions daily.
- Led a three-year, product-led redesign of a pan-European investment platform across three releases: abandonment dropped by 90%, freeing 4 FTE per week; an AI tooling layer was later built on the design foundation, and the client returned to extend.
- Lead a data visualization and product design strategy for Honda's centralized manufacturing platform, unifying traceability, supply chain, quality and maintenance into one product; POC to two implemented areas, adding 15 to 20% data visibility; scaling to six squads across three regions.
- Lead hands-on: designing alongside the team in Figma, running critique and product reviews, and co-owning design systems with engineering as the lever for coherence across products.
- Coach a lean team of 6 who now lead delivery and client relationships autonomously, orchestrating across 160+ designers, 5 regions and 6 time zones, and inside client organizations. Running meetings in: Spanish, English, Italian & French.

Product-Led Growth, Design Strategy Consultant & Customer Success Manager

Andy | Intowin Barcelona, Spain | Aug 2019 to Aug 2021

- Took a local team building a SaaS with HACCP compliance at its core and made it the leading competitor in its industry within two years, co-creating the business vision, strategy and priorities with the founders. Co-owned the product experience from concept to scaled adoption, with A/B testing and KPI analysis, contributing to 7x growth and the number one position in EU and LATAM.
- Ensured scalability through their design system infrastructure, led a learning program for team autonomy across functions, and built customer success and trend-research capability through Design Thinking practices.

- Clients acquired and supported include McDonald's, Pizza Hut, Tragaluz Group and Daufoods. Practice and delivery fully remote.

EARLIER EXPERIENCE | 2010 TO 2019

Throughout my career I have been an industrial designer, an art gallery manager and art seller, a translator, an entrepreneur (twice), a researcher, a professor, an innovator, and a consultant and advisor. Before 2019: founder of PushSocialing (2012 to 2014), trend researcher and collaborating author for Telefónica I+D, product designer for a Cambridge fintech startup, and assistant gallery manager in Providence, RI (2010 to 2012), where I ran the business as much as the space and drove a 40% revenue increase in a year. Each chapter shaped the next. Full detail on request.

LEADERSHIP WORK

Executive AI advisory: AI integration, enablement and adoption strategy with C-level and VP stakeholders. Human-Centered AI design: agentic and conversational behavior, trust and agency by design. Design business leadership: P&L, portfolio, pipeline, retention and NPS. Hands-on craft & coaching: product-led growth, journey design, Figma, critique, design systems, growing autonomous leaders. Complex systems: turning fragmented, high-stakes workflows into coherent products and services.

How I lead: Throughout my career, each experience shaped me into the leader and professional I am today. In particular, selling fine art collections taught me that leading is often about someone buying into your space or vision, not because of price, or even quality, but the value in the moments when they see part of themselves in that vision. So, I lead by giving people context, knowledge, availability, and ownership to build the story themselves. This means knowing when to step in and, above all, when to keep my distance. Teaching complemented this at scale, since it is a leadership act that manages groups of people at different maturities and motivations at a pace they can share together, aligned, but each on their own path. I am hands-on and rigorous: I give ownership and agency, share with transparency values and vision, and I learn from what my colleagues and students create and grow themselves.

RESEARCH & THOUGHT LEADERSHIP

- Designing Intelligence: The Strategic Imperative of Human-Centered Design in the Age of AI (2026). A compendium of eight articles and workable frameworks, on trust as the currency of adoption, humility designed into systems, and collaborative frameworks for human-AI interaction.
- Doctoral research, 2015 to 2022: HCI, AI and human-robot interaction. Frameworks for empathy, trust and agency validated through social robotics experiments; peer-reviewed at IEEE RO-MAN, UMUI and PervasiveHealth; cited 30+ times. • Professor, mentor and lecturer, 2014 to 2022, Universitat Ramon Llull (La Salle) and ELISAVA: product design, UX/UI, entrepreneurship and innovation.

EDUCATION

PhD, Human-Computer Interaction	Universitat Ramon Llull, La Salle (3 funding awards)	Barcelona, Spain		2015 to 2022
Postgraduate, Technology Transfer & Innovation	Universitat Pompeu Fabra	Barcelona, Spain		2020 to 2021
Master's, Design, Serious Games & Multimedia PM	La Salle	Barcelona, Spain		2013 to 2014
Master's, Research for Design & Innovation	ELISAVA	Barcelona, Spain		2012 to 2013
BFA & BID, Industrial Design and Fine Arts	Rhode Island School of Design	Providence, RI, USA		2005 to 2010

LANGUAGES

English and Spanish: Native · Catalan: C1 · French and Italian: B2

SKILLS & TOOLS

AI & product: AI integration strategy, generative AI (GenAI), agentic and conversational behavior design, prompt design, product-led growth, road mapping, agile. Tool agnostic. Design & craft: Figma Suite, Adobe Creative Suite, Miro, design systems, prototyping, WCAG 2.2. Research & analytics: usability testing, Maze, Hotjar, Pendo, Google Analytics 4, Power BI, A/B testing and CRO, qualitative research.

RECOGNITION

Awards: ISG Paragon Award for Transformation Finalist (2025) · UX Design Award nomination (2023)
Certifications: Inside LVMH: operations, retail and customer experience (2026) · Organizational Change Management track (2026) · Service Design & Design Thinking (ELISAVA) · Trend research (ELISAVA) · ITIL 5 Foundations (2026) · Professorship Certification (2018)