

# FREYA VAZQUEZ

ASSOCIATE DIRECTOR, SENIOR SERVICE DESIGNER (GENAI EXPERIENCE)

## Contact

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Innovative Design Solutions  
Hiring Manager  
Chicago, IL  
Illinois

Dear Hiring Manager,

I am excited to apply for the Associate Director, Senior Service Designer position at Innovative Design Solutions, a role that intertwines my extensive background in service design with a passion for innovative AI-driven strategies. My experience leading teams to craft dynamic solutions aligns seamlessly with your mission to enhance client experiences.

During my tenure at Innovative Design Solutions, I spearheaded transformative projects that elevated both employee and customer engagement, fostering a driven mindset among my peers. I thrive on challenges and relish the opportunity to navigate complex designs, overseeing entire service design lifecycles that require collaboration and innovative thinking.

In prior roles, I've embraced user research as a cornerstone of my design philosophy, allowing me to pivot from theory to actionable insights. The transformative impact of empathetic design fuels my commitment to creating intuitive user experiences, which I believe is vital in this evolving landscape.

A pivotal moment in my career was mentoring junior designers, guiding them through intricate projects while fostering a culture of creativity and independence. This journey taught me the importance of nurturing talent and leading by example, elements I consider essential for any successful team.

I admire how Innovative Design Solutions champions innovative approaches to GenAI, prioritizing collaboration with cross-functional teams to seamlessly deliver exceptional services. This strategic alignment resonates with my professional ethos and fuels my enthusiasm for contributing to your vision.

Thank you for considering my application.

Sincerely,

*Freya Vazquez*

**Freya Vazquez**