

# Cristina Bro

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<b>Current role</b>	Independent Senior Management Consultant at EVOLUTION CONSULTING
<b>Experience</b>	Consulting
<b>Technologies</b>	Adobe Creative Suite, Tableau, Figma, Google Sheets, Canva, Notion, Excel, Docusign, Photoshop, Illustrator, InDesign

## I want to work for a company that...

it's at the forefront of innovation, seeking to disrupt and deliver social good in legal tech & fintech, while offering high cognition varied work, alongside social fun, with highly driven colleagues

## Work experience

### Independent Senior Management Consultant, EVOLUTION CONSULTING

Jan 2020 – Present (4y 4m)

Consulting

Adobe Creative Suite Tableau Figma Google Sheets Canva Notion

- Conducted feasibility studies for a legal-tech venture with elements of fin-tech, established partnerships through networking, and developed the product based on extensive UX research and personal pain points.
- Demonstrated proactivity in leading the entrepreneurial venture [evolutionmcb.com](http://evolutionmcb.com), showcasing skills in talent management, legal, marketing, product design, business pivots, and pitching.
- Utilized user-experience feedback to redesign products by actively listening to clients and stakeholders.
- Offered strategic guidance to early-stage start-ups, demonstrating analytical and problem-solving skills.
- Evaluated investment deals for large-scale capital projects, demonstrating proficiency in financial modeling.

### Senior Consultant, Enterprise Risk Management, AON UK

Jan 2019 – Jan 2019 (1m)

Excel Docusign

- Introduced innovative solutions to enhance AON's BD and delivery demonstrating strategic thinking
- Developed a highly regarded tool to redesign a Group's corporate governance, proving origination skills
- Provided advice on engagement economics and pricing strategy, emphasizing problem-solving skills

### Pro-bono volunteer, FOREIGN FAITH MISSIONS

Jan 2017 – Jan 2019 (2y)

Excel Google Sheets

- Volunteered FT and tutored in Math in orphanages and schools, honing L&D design and delivery skills

### Consultant, Business Performance Improvement, ERNST & YOUNG

Jan 2015 – Jan 2017 (2y)

Excel

- Selected among 5,000+ applicants for EY's Advisory Consulting trainee employment
- Earned recognition through 2 EY Impact Awards and 28 feedback, thanks to high-performance mindset
- Originated UX/UI for a web-app to drive QRM operations efficiency by 50% in cost and 70% in time

- Provided supplier recommendations for app-development, and planned UK&I-wide change management
- Delivered high-quality work, project managing delivery for an EY JV negotiation and outsourced work
- Played a key role in optimizing a £24 billion portfolio, thanks to problem-solving capabilities
- Supported the development of a Targeted Operating Model for a Hitachi nuclear JV
- Led a team of 10+ EY colleagues in producing a monthly EY newsletter, demonstrating effective leadership
- Received praise for strong problem-solving, origination skills, and user-centered design thinking skills

#### Analyst, Business Strategy and Transformation, LINKLATERS

Jan 2015 – Jan 2015 (1m)

Excel Google Sheets

- Contributed to the initiation of new deals, showcasing strategic thinking and business expertise.

#### Non-independent design-contractor, ARUP, HOK, RTKL, OTHERS

Aug 2006 – Jan 2015 (8y 5m)

Adobe Creative Suite Photoshop Illustrator Excel Google Sheets InDesign

- Project managed and shaped the design of land development and mixed use buildings

## Education

### Harvard University

Advanced Master's degree Design, Sustainability, Entrepreneurship

- Advanced Master's degree. Exams at GSD, HBS & MIT (120 ECTS, Level 7 NVQ)
- Developed valuation, competitive analyses, customer personas and GTM for own ventures
- Served as a VP of Harvard Italian Society at HKS, Co-Founder of the GSD Italian Society
- Completed design projects in RE Development, Entrepreneurship, and Sustainability
- Recipient of the Harvard P. White research grant for a project in spring 2012 & TA fellowship
- Received a merit-based full-ride scholarship totaling €90K, top-ranking in this award
- Adobe Premiere, InDesign, Illustrator, Photoshop, Vimeo, PowerPoint, Excel, 3DStudioMax, Catia, Solid Work, Gabi

### La Sapienza University

Bachelor and Master's of Science degree STEM and design disciplines

- Laurea Specialistica, equivalent to a BSc plus MSc degree (360 ECTS, level 7 NVQ)
- Grades: BSc (first 240 ECTS), GPA 96%; MSc (last 120 ECTS), Distinction, 110 e lode / 110
- Majors: Building Engineering and Architecture (4/S). Thesis: Mixed-use Master Plan project
- €25K merit scholarship (over 5 years); Erasmus merit grant (2003-04); merit fellowship (2005)
- SaaS used: InDesign, Illustrator, Photoshop, Power Point, Excel, 3DStudioMax

### Google

Mar 2024 – Apr 2024 (1m)

UX Design professional certificate (100/100) UX Design and UX Research

- Completed in 20 days over 3 weeks the 7 courses for this certificate, achieving 100% score in all the courses, and completing the design of 4 mobile apps (the A/B testing for the refinement of the functional layouts and high fidelity mock ups was done after the completion of the certificate, as well as the process book pagination for the online digital portfolio, and project management templates).

# Snippets

## Harvard University degree (design, business)

I refined my design and entrepreneurial skills thanks to my Harvard University degree, studying at Harvard and MIT Business Schools, and graduating from the Harvard Graduate School of Design, with an advanced degree that focused on design thinking, sustainability and entrepreneurship.

## Global perspective and cultural sensitivity

My global perspective and cultural sensitivity have been fostered by living, studying and working in diverse multicultural settings, which enhanced my understanding of cultural nuances and inclusivity in AI-driven product design

## Entrepreneurial spirit and experience

I can identify opportunities, develop innovative solutions, and drive business growth in the rapidly evolving AI landscape, thanks to my entrepreneurial endeavours in eCommerce, with an app built with AI-powered SaaS

## Cross-Functional project management

My unique blend of design thinking and business acumen, and my leadership skills, enable me to inspire and motivate cross-functional teams, fostering collaboration with effective communication between design and business teams

## Design Thinking Visionary

I can apply design thinking methodologies to translate business objectives into user-centered solutions

## Strategic Solutions Originator

I am able to identify and develop strategic design solutions that align with business goals and market trends

## Operational Excellence Streamliner

I am experienced in streamlining operations, reducing costs, and enhancing efficiency across various business functions

# More about me

## I like to work with people who...

demonstrate exceptional cognitive abilities; hold strong values of honesty, integrity, and a genuine desire to do good; are driven by a passion for innovation, constantly creating innovative products

## At work I'm best at...

managing multiple responsibilities and adapting to changing priorities, while identifying and pursuing innovative solutions across design and business domains, considering behavioural psychology too

## Languages

English, French, Italian, Spanish

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## Interests

In my leisure, I enjoy theater and cinema, professional networking, learning new AI-powered SaaS, keeping up with business and tech news, exercising