CONTACT

isabelbaez@ibaezgil.com
linkedin.com/in/baezisa
ibaezgil.com

Madrid, Spain
Spanish citizen (EU passport)

SELECTED ACHIEVEMENTS

50%+
Built a guest experience that brought more than 50% of each season's bookings from returning guests and around 40% of new guests by referral.
HOTEL PARIS

60x
Grew with Mailchimp from one of its first 6,000 users to a partner; led the design of email templates whose usage grew 60x and became a reason users stayed.
FARM.CO

16M+
Defined one target member experience for nine merging platforms serving 16M+ members.
TALENTHOUSE

170+
Turned 170+ customer interviews into an evidence-led pivot and an agentic AI product validated with real users.
ALAVANZ

AREAS OF EXPERTISE

- CX strategy, roadmap and target experience vision
- End-to-end journey and service design across physical and digital touchpoints
- Service standards and moments that matter across the customer journey
- Voice of the Customer insight, feedback loops and service recovery
- Senior stakeholder leadership and influencing without direct authority
- Building teams and ways of working that scale quality
- Research-led product and service decisions
- AI-enabled CX: generative and agentic AI, with people in charge
- Multi-market delivery across Europe, Latin America, the US, Australia and China

Isabel M. *Báez* Gil

Customer Experience Manager

CX Strategy · Service Design

PROFILE

Customer experience (CX) and service design leader who has shaped experiences on both sides of the screen: twelve seasons leading the guest experience of a three-star hotel that competed with five-star properties, eight years as co-founder and COO of a digital studio whose clients included Mailchimp and Yeti Coolers in their early growth years, and member experience design for Talenthouse, a global platform with 16M+ members. A hands-on leader: I set CX direction and do the research, journeys, service blueprints and standards myself, bringing teams and senior stakeholders with me and turning Voice of the Customer insight into decisions and business outcomes. I bring generative and agentic AI into CX with people kept in charge, and work natively in Spanish and English across European, Latin American and international teams.

PROFESSIONAL EXPERIENCE

Business Operations Associate
Mar 2026 – Present

Enplast S.A., Madrid, Spain

Operations role at a 45-year-old industrial packaging manufacturer, bringing service design to the back stage.

- Map end-to-end workflows as back-stage service blueprints (as-is / to-be) across production, logistics and commercial teams, including order management.
- Contribute to the digital transformation of order management, warehouse operations and internal workflows, turning as-is / to-be blueprints into documented ways of working across departments.

Founder & Customer Experience (CX) Research Lead
May 2023 – Feb 2026

Alavanz (formerly Wanderella), Madrid, Spain (remote)

Self-funded, AI-native venture; paused in February 2026 when funding wasn't secured.

- Led 170+ customer interviews, including research on how women travel differently across cultures, and pivoted the venture on the evidence: the real pain was mental load, not travel.
- Designed an agentic AI (multi-agent) decision-support product in which orchestrating agents learned from each user's decisions and built an evolving profile to support better decisions.
- Validated a Figma prototype with real users and presented it to investors; mapped the market (players, financing, emerging technology) and turned research into journey maps, story maps and service designs.

Lead Service & Member Experience Designer
Jan 2022 – May 2023

Talenthouse (TalentPlus product), remote from Spain

London-based global creator platform with 16M+ members.

- Led service and member experience design across nine post-merger platform integrations, defining one target member experience across the member lifecycle.
- Owned member research strategy end to end, drawing Voice of the Customer insight from support, marketing and operations and turning it into product and design decisions.
- Created journey maps, storyboards and service blueprints that aligned teams around the member experience, and simplified complex internal processes.
- Led the member-centred redesign of TalentPlus, a creator payments and financing (fintech) product launched without user input, taking it from member research, personas and jobs to be done to a design system and a Figma prototype tested in member interviews. Work stopped when the company restructured after its Swiss stock-market listing.

TEACHING, SPEAKING & MENTORING

Guest trainer, generative AI
Juana Millán women's entrepreneurship school, Madrid, since 2024. Three-session courses and standalone workshops for women founders; participants returned for follow-up courses on sales, operations and communication.

Speaker
Alicante Nomad Summit (2026); Conecta Rural (2026); International Congress of Touristic Coliving (2024); AMEDIRH International HR Congress, Mexico (2015; 7,000+ attendees); ATD Summit México (2015).

Digital Business Mentor (voluntary)
Madrid Emprende, Mar 2025 – Present. Mentor to 50+ founders.

CERTIFICATIONS

Startup Ecosystem & Investment Readiness
Founder Institute, 2025

Human-Centred Design
CQUniversity, Australia, 2023

Future Thinking & Scenario Planning
Institute for the Future (IFTF), 2023

ITIL Foundation
PeopleCert, 2023

EDUCATION

Master in Strategic Design & Innovation
IED Istituto Europeo di Design, Madrid, 2013 (private postgraduate programme)

Architecture studies
Facultad de Arquitectura, Uruguay

Graphic Design studies
UTU, Uruguay

LANGUAGES

Spanish (native)
English (C2, bilingual)

PROFESSIONAL EXPERIENCE CONTINUED

President (voluntary)
Mar 2020 – Present

Asociación Tus Aldeas, Galicia, Spain

Non-profit against rural depopulation.

- Lead the association, turning community and member insight into new services for rural areas.
- Conceived and coordinate EmprendePlan (live since January 2026), a free online business school for rural women entrepreneurs combining training, AI tools, networking and 1:1 mentoring.
- Launched Vente a Covelo, a website for the village built when the municipality had no budget for one, and El Rural Network, a volunteer platform for rural initiatives (both 2020–2024).

Career break
Feb 2016 – Feb 2020

Personal career break. Taught a one-week workshop, "Beyond Briefing and Corporate Biases", as Adjunct Professor on the IED Master in Strategic Design & Innovation, Madrid (Apr 2016).

Business Developer (contract)
Nov 2015 – Jan 2016

DADA Company and Arloon, Madrid, Spain

VP Business Development & International Key Accounts
Feb 2015 – Oct 2015

GameLearn, Madrid, Spain

Game-based corporate learning.

- Brought the voice of the customer into product: turned sales conversations, objections and operations insight into structured feedback that marketing tested and development shipped.
- Shortened delivery and feedback times by redesigning processes and tooling; developed market-entry strategies and expanded the client base.

Co-founder & COO
Mar 2007 – Jul 2015

Farm.Co Digital Studio (now OneTotem), Madrid, Spain

Digital studio working across time zones, with a development team in Montevideo and clients in the US, Australia, China and Europe.

- Co-founded the studio and grew it from 3 to a team of 25 (including freelancers and collaborators) in two and a half years.
- Led the design and research team and, as Product Owner, decided what got built and why, for clients including Mailchimp and Yeti Coolers in their early growth years, and W-Systems, a founding partner of SugarCRM. Projects reached €1.5M.
- Grew with Mailchimp from one of its first 6,000 users to a partner: localised Freddy's voice into Spanish and led the design of email templates whose usage grew 60x.
- Built reusable systems that scaled quality as the studio grew: templates, content and tone guidelines, and ways of working.
- Work for TheHighBoy recognised by The Wall Street Journal (for its tone, architecture and business goals) and The New York Times.

Hotel Manager
1995 – 2007 · 12 summer seasons

Hotel Paris, Punta del Este, Uruguay

Three-star seasonal hotel in one of Latin America's most exclusive destinations, competing against five-star properties.

- Designed the guest experience across every touchpoint, visible and invisible: service choreography, housekeeping timing, even the scent of the rooms.
- Built a 24/7 guest-feedback loop that caught issues early and resolved them before they became complaints, so formal complaints were rare; used the same insight to personalise each stay.
- Prototyped and tested new services; turned the front desk into a local host service and scaled it through partnerships with local businesses and guides.
- Led operations, staff, sales and marketing, safety compliance and finances, and trained the team in guest experience and concierge service.