
Carolina de Urquijo



Carolina, a resourceful strategic problem solver, is skilled in managing creative analytical processes and systems thinking. As an Associate in CityFi, Carolina brings a service design perspective to the engagements with our partners and clients.

Before CityFi, Carolina was part of the Strategic Planning team of the Brooklyn Public Library; one of the largest public library systems in the United States. Prior to her shift to strategic design, Carolina worked as a product and interior designer in Mexico City. She holds a BFA from Universidad Iberoamericana CDMX in Industrial Design and an MS from Parsons School of Design in Strategic Design and Management. She was born and raised in Cuernavaca, a charming city with great weather year-round in Mexico.

EDUCATION

BFA Industrial Design, Universidad Iberoamericana CDMX

MS Strategic Design and Management, Parsons School of Design