

Alejandra

CELIS VARGAS

Strategic Product Designer with a focus on sustainability and human-centered innovation by means of research, concept development and business innovation. I pursue a researcher career.

I am an empathic change maker characterized by a strong analysis capacity and commitment. Also, I have a great capacity of leadership.

EDUCATION

2021 MSc. Strategic Product Design

Delft University of Technology. The Netherlands
Master's thesis grade: 8
GPA: 7.8/10

2016 PgD. Innovation and Business Development

Externado University of Colombia. Colombia
GPA: 4.7/5. Rated 1/7 in the class.

2012 BA. Industrial Design

Bachelor degree. National University of Colombia
GPA: 4.1 /5. Rated 3/30 in the class.

ACADEMIC & RESEARCH EXPERIENCE

2021 Master Thesis: The future is bio-based: Towards a sustainability transition of biomaterials lead by users

Delft University of Technology. The Netherlands
<https://repository.tudelft.nl/islandora/object/uuid%3A64d1f986-fb42-490b-a274-5afdb19b94c0?collection=education>

2016 Research Project: Design for social innovation a business model

Externado University of Colombia. Colombia

2015-2016 Advisory committee of Industrial design: Co-author of the accreditation document

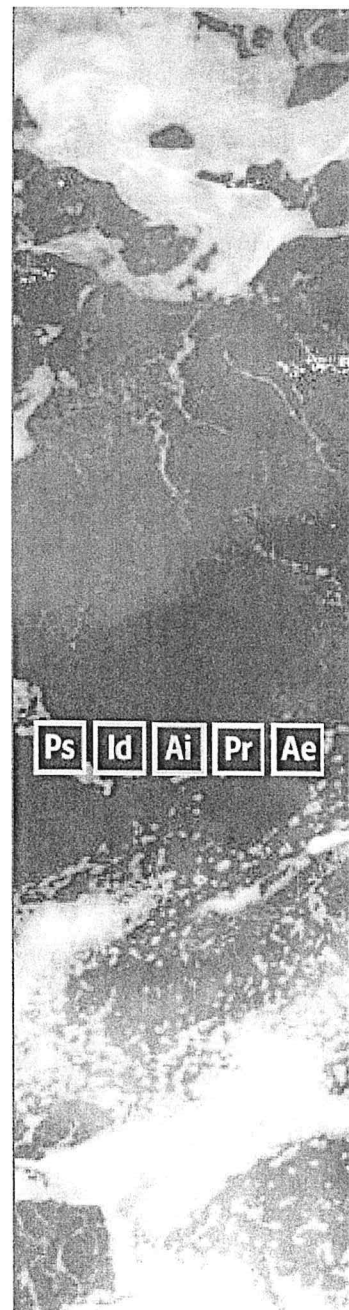
National University of Colombia. Colombia

2014 - 2015 Research Groups: Social innovation and Food design

Externado University of Colombia and National University of Colombia. Colombia
Latin American food design network

2012 Research Project: Design and social innovation

National University of Colombia. Colombia



PROFESSIONAL EXPERIENCE

Visual & communication designer. TU Delft. The Netherlands

Nov 2019 - April 2021

- Graphic design, animations and video editing. Multi-media narratives.
- Content development and creation of campaigns for internal and external channels (Website and Social Media)

Strategic product designer. Loop. The Netherlands

May 2020 - July 2020

- Designing with a living material (Mycellium) consisted in prototyping, user testing and action research.
- Establishing the road mapping and stakeholder analysis for the first living coffin.
- Achievement: Creating the launching campaign and communication strategy.

Innovation strategist. Vivelab: citizen innovation laboratory. Colombia

Feb 2018- Dec 2018

Projects involvement: Open Data (27 public companies, 80 public employees and more than 100 citizens involved) UN Innova (4 cities, 1 digital platform, 30 workshops, more than 1200 participants) Habitat (3 massive events, 6 citizen initiatives prototyped and more than 90 public employees involved)

- Create strategies for public innovation while testing and prototyping pedagogic tools and games.
- Design teaching strategies. Lead and facilitate workshops and events.
- Achievement: establish a novel methodology based on creative tools and participatory methods for bridging technology and people.

Research and academic assistant. Faculty of Arts, National University of Colombia. Colombia

May 2015- July 2017

- Manage academic projects related to undergraduate and postgraduate programs within the curricular area of design.
- Writing academic projects. Reviewing academic publications. Planning academic events.

Marketing coordinator & Product designer. CampoReal: Cheese producer company. Colombia

Nov 2014 – March 2015

- Branding on line and off line. Specification and design of packaging and labels.
- Strategic planning and innovation in the marketing plan. Translation of strategic insights into creative concepts.
- Research for product development and coordination of the open innovation program.

Project Manager & Strategist. Ezgo & Steelcase inc. Colombia

Jan 2013 – May 2014

- Managing furniture and interior design projects Advising clients, architects and designers
- Achievement: Capture insights for the business and marketing strategies.

TEACHING EXPERIENCE

2019 Summer. Creative Facilitator. Erasmus Rotterdam University & European Space Agency ESA. The Netherlands

2018 Feb-Dec. Lead and facilitate more that 50 workshops and 6 hackathons in my role as Innovation Strategist. Vivelab Bogota. Colombia

2017 Sep-Oct. Workshops for children about 3D printing in healthcare, growing materials and smart cities with for the project DX Academy. Design Exchange Museum. Toronto, Canada.

2016 April. Teaching human-centered methods and business innovation tools to social entrepreneurs in vulnerable communities as fellow Balloon. Argentina.

