

HUMAN-CENTERED INNOVATION
EXPLORER & STRATEGIST

SERVICE DESIGNER



I'm an enthusiastic explorer, thrilled to re-think how everything works. An Electronics engineer by profession, Design thinker by passion and Radio Broadcaster by curiosity. My personal fulfillment is related to understand, empathize and connect with people. Looking always to uncover hidden opportunities with human-centered methods.

**Ivanel Pérez
Bolívar**

Fun facts:

I had a live radio show for 3 years on a Spanish local station. I'm a Littlebits educator, love to play with electronics!

LATEST POSITIONS

SERVICE DESIGN CONSULTANT

Boondoggle | October 2017 - June 2019 >Back to my entrepreneur life @Dreamkers

In Boondoggle, my role was to co-create value propositions and solutions with our clients that respond to their users' needs, taking into account the product strategy and its business model. During the past year, my main client has been Moneyou, a digital bank in The Netherlands which is a daughter company of ABN AMRO. I started by defining the target audience (inc. early adopters) of their new digital proposition, then its innovative roadmap, prototyping and testing strategic features with potential users and finished with the lead and facilitation of a Design Thinking program (change management-oriented) for key roles of the company.

INNOVATION STRATEGIST & SERVICE DESIGN CONSULTANT

Dreamkers Innovation studio | May 2013 - September 2018

In Dreamkers the main goal has always been to help companies build their innovation capabilities. I've worked with companies and entrepreneurs on Design Thinking [DT] related challenges and Service Design projects. I also led and facilitated interactive DT workshops, corporate hackathons, deep user research, co-creation sessions and management meetings using DT techniques for multidisciplinary teams. Main areas were healthcare, banking, and tech companies.

BUSINESS DEVELOPMENT MANAGER

Mobdala Mobile Geolocated Services | Nov. 2014 - Nov. 2015

My responsibilities were to detect our potential stakeholders, define business strategies and partnerships with them. Design and develop pilot projects with the Operations and Development teams, and to define added-value propositions to each of our market areas.

CISCO SALES SPECIALIST AND PRODUCT MANAGER

IngramMicro SL Spain | Jan. 2011 - March 2014

In this worldwide wholesaler, my purpose was to develop strong relationships with Cisco Partners (Spain) and help them to grow their business using all the sales tools available, to facilitate the GSF (General Salesforce) product training - in the most fun possible way - and to define and implement incentive campaigns for our customers and GSF.

EDUCATION

TRAINING IN SERVICE DESIGN THINKING

Designthinkers Academy | Oct. 2013 - Feb. 2014. The Netherlands

RADIO BROADCASTING

Aula Radio | June 2009 - June 2011. Spain

AUDIOVISUAL INTERACTIVITY POSTGRADUATE

Polytechnic University of Catalonia | Feb. 2007 - June 2007. Spain

MOBILE COMMUNICATIONS MASTER

Polytechnic University of Catalonia | Oct- 2005 - June 2006. Spain

SENIOR ELECTRONIC ENGINEER

Jose Antonio Paez University | January 1999 - March 2005. Venezuela

CERTIFICATIONS

DESIGN SPRINT MASTERCLASS *MOST UPDATED VERSION*

AJ&Smart and Jake Knapp | May 2019 - June 2019

PROTOTYPING FOR DIGITAL EXPERIENCES

IdeoU | May 2019 - June 2019

DESIGNING A BUSINESS

IdeoU | Nov 2018 - Dec 2018

LEADING FOR CREATIVITY

IdeoU | May 2016 - June 2016

BUSINESS MODEL YOU - CERTIFIED PRACTITIONER

Tim Clark | May 2016

SPRINT MASTER

Service Design Sprints | March 2016

DESIGN THINKING FOR BUSINESS INNOVATION

University Of Virginia Academy [Coursera] | March 2015

EVENTS

HACKBELGIUM (48hrs hacking societal problems)

Brussels 2019 - role: facilitator of the "meaningful work for all" theme

GLOBAL SERVICE JAM (worldwide service design event)

Ghent 2019 edition - role: mentor and jury

Ghent 2018 edition - role: mentor and jury

Ghent 2017 edition - role: main organizer and facilitator

Rome 2016 edition - role: mentor

Madrid 2015 edition - role: co-organizer

WOMEN TECHMAKERS MADRID (worldwide conference)

Madrid 2017 edition - role: speaker. Talk: Black Mirror's syndrome How technology is shaping human behavior and how the future should be more human than ever.

OPENIDEO BARCELONA CHAPTER (worldwide ideo self-learning community)

Barcelona 2013-2017- role: facilitator and mentor

BARCELONA DEVELOPERS CONFERENCE (tech curated conference)

Barcelona 2013 & 2014 Edition - role: organization

SKILLS

- Emotional intelligence
- Critical thinker
- Dynamic facilitator
- Public speaking
- Maker mindset
- Service Oriented
- Problem solving
- Technology savvy
- Business strategy
- Project management

LET'S TALK!

You can drop me an email to iva@dreamkers.com or call me at +32 488 20 45 99.