



SEBASTIÁN ACEVEDO

UX RESEARCHER

CONTACT ME

Bogotá, Colombia

sebastian.acevedo.pma@gmail.com

+57 324 5973183

/in/sebastian-acevedo-olaya

Portfolio: www.sebastianacevedo.com

EXPERIENCE

Supply chain Consultant - Colombia

UX Researcher | Strategy I

2023 - 2024

- Planned and led research along the supply chain which enabled the creation of personas and journey map to prioritize the roadmap.
- Conducted field research to inform efficiencies in product experience and guide decisions. Translated findings into a mutual vision by using visualization.

OpenSC - Australia - Colombia

Senior Strategic Designer | UX Researcher

2021 - 2022

- Conducted user and product research on the supply chain and coffee clusters in Colombia.
- Mapped out the supply chain from the farm to the port. Uncovered social dynamics and needs that paved the path for implementing a scalable strategy to increase transparency and traceability.
- Conducted creative sessions, workshops and interviews in the field. Visualized the solution to present the outcome.

DPDK Digital Agency - The Netherlands

UX Designer | UX Researcher

2020

- I was in charge of developing a scalable B2B platform for Heineken, which aimed at delivering a seamless shopping experience across different regions.
- Provided sprint support to optimize gradually current products, conducted user research and, collaborated with dev teams.

Strategic Designer | UX Research

2020

- Carried out project, product, and brand assessments to identify opportunities, define value propositions and plan gradual design interventions.
- Conducted research aiming at improving brand and strategy models used to create a framework for future projects.

Barco N.V - Belgium

Product Management | Service Design | UX Research | Go-to-Market

2018

- Crafted a new service vision within the Healthcare division by mapping customer journeys and service blueprints.
- I delivered a set of strategic canvases to make tangible product-service offerings to create a new revenue stream. Enhanced the value proposition for new services across markets.
- Sustained alignment within the company and external stakeholders by using visual tools as a framework to iterate.



Studio Ingeniería - Colombia

Construcciones y Consultores S.A.S

Product Designer

2016

Innercia S.A - Colombia

Product Designer

2014 - 2015

Illustration projects - Colombia

4 Ángulos Exhibition

2013 - 2014

Entrepreneurship - Colombia

Positive Clothing Co-founder
Product Designer

2014 - 2016

Freelance - Colombia

Visual Designer

2014 - 2015

Oruga Diseño - Colombia

Product Designer

2013 - 2014



During this period, I gained experience in different domains, such as Branding, Product Design, and Project Management in a variety of businesses and markets.

EDUCATION

The Netherlands

MSc Industrial Design Engineering

Behavioural Change | Product Care |

Strategic Product Design | Delft University of Technology 'Design as a Product Care enabler'

2017 - 2019

Colombia

Bachelor of Arts in Industrial Design

Universidad Jorge Tadeo Lozano
BSc thesis: 'Saudade, Popular design, supply chains and peace construction'
Co-creating added value through identity

2009 - 2014

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SKILLS

Design: Creative Facilitation - Context Mapping - Corporate Foresight - UX Research - UX Design - Usability testing - User Interviews - Prototyping - Illustration - Strategy - Competitive analysis

SOFTWARE

Visual Design: After effects, Premier, InDesign, Illustrator, Photoshop
UX/UI & Prototyping: Figma, Invision, Sketch, XD
Project management: Confluence, Miro, Notion, Jira, Trello, Slack
3D: Rhinoceros, Autocad, V-Ray

LANGUAGES

Spanish: Native / Primary fluent
English: Fluent
Dutch: Elementary A2
German: Conversational B1

COURSES

Responsible Innovation: Ethics, Safety and Technology

EDX online MOOCS

How can we assess the value and impact of new technologies to find solutions for current societal challenges such as resource scarcity?

Colombia

Degree in Product Design & Transportation

Taller Arte Digital & Rigoletti Casa Diseño

Developed a concept car to support sustainable mobility, able to travel on all type of terrains. Aiming at developing the next generation of Human-machine interaction inspired by the city.

Colombia

Adobe Photoshop, Illustrator, InDesign, Toon Boom

Universidad Jorge Tadeo Lozano

Freelance projects, applying a variety of tools and techniques. Brand identity, and product photography.

The Netherlands

Elements of AI

2020

Reaktor - University of Helsinki

Online program exploring the fundamentals of AI applied to different user cases.

France

Circular Economy and Eco-Design

"Urban mine case"

Mines Paris Tech

2018

Understanding the challenges of recycling electrical waste, how to create better practices that can guide current production towards attaining an eco-industry, in which circular processes are crucial.

Colombia

Advanced Modeling Rhinceros Training

Voxel Consulting & Training S.A.S

2013

A set of products such as, home appliances, interior, architectural spaces, animal inspired structures and organic shapes.

EXTRACURRICULAR ACTIVITIES

The Netherlands

Professional committee member LATITUD

Latin American association TU Delft

2017

In charge of students' networking activities.

Collaborated organizing events together with other committees.

AWARDS

Colombia

Re-Conocimientos

Universidad Jorge Tadeo Lozano

2012

Design contest to develop an urban solution aiming at transforming a vehicle lane into a pedestrian lane, sponsored by IDU, the Urban Development Institute of the city of Bogotá, Colombia. The concept was obtained first place and rolled out.