



# SEBASTIÁN ACEVEDO

STRATEGIC DESIGNER

## CONTACT ME

Bogotá, Colombia

sebastian.acevedo.pma@gmail.com

+57 324 5973183

/in/sebastian-acevedo-olaya

Portfolio: www.sebastianacevedo.com

## 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

## WORK EXPERIENCE



**DPDK Digital Agency - The Netherlands**

UX Designer | UX Research

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.

**Barco N.V - Belgium**

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

2018

Internship within the Healthcare division. I delivered a set of strategic canvases to make tangible product-service offerings.

Sustained alignment within the company and external stakeholders by using visual tools as a framework to iterate. Enhanced the value proposition for new services across markets.

**OpenSC - Australia - Colombia**

2021 - 2022

Senior Strategic Designer | Design research

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**

New Business | Research Strategist

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.



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



**Studio Ingeniería - Colombia Construcciones y Consultores S.A.S**

Project Industrial Designer

2016

**Entrepreneurship - Colombia**

Project Clothing Brand Designer

2014 - 2016

**Innercia S.A - Colombia**

Product Designer

2014 - 2015

**Freelancer - Colombia**

RhinoLabs Training

2014 - 2015

**Illustration projects - Colombia**

4 Ángulos Exhibition

2013 - 2014

**Oruga Diseño - Colombia**

Product Designer

2013 - 2014



# SEBASTIÁN ACEVEDO

STRATEGIC DESIGNER

## 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.

2018 - 2019

2013

2011 - 2013

2020

The Netherlands

### Elements of AI

Reaktor - University of Helsinki

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

2018

France

### Circular Economy and Eco-Design

"Urban mine case"

### Mines Paris Tech

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.

2013

Colombia

### Advanced Modeling Rhinceros Training

Voxel Consulting & Training S.A.S

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

2006 - 2008

Colombia

### English Training - Centro Colombo Americano

Levels: A1, A2, B1, B2, C1

## EXTRACURRICULAR ACTIVITIES



Colombia

### Professional committee member LATITUD

Latin American association TU Delft

In charge of students' networking activities.

Collaborated organizing events together with other committees.

2017

## AWARDS



Colombia

### Re-Conocimientos

Universidad Jorge Tadeo Lozano

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.

2012

## ADDITIONAL SKILLS



**Adobe Suite:** After effects, Premier, InDesign, Illustrator, Photoshop

**3D:** Rhinoceros, Autocad, V-Ray

**UI Prototyping:** Figma, Invision, Sketch, XD

**Additional:** Creative Facilitation, Context Mapping, Corporate Foresight, Photography.



## LANGUAGES

**Spanish:** native proficiency

**English:** professional working proficiency

**Dutch:** currently learning A1-A2 course

**German:** currently learning A1 course

## PERSONAL INTERESTS



AI, Behavioural Economics, Consumer Research, Data-Driven Design, Hiking, Illustration, Mountain biking, Photography, Running, Sustainable Design.

Sebastián Acevedo O.