



Juan Sebastian Useche

Strategic Designer

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EDUCATION

Master's degree in Strategic Design

*Design Akademie Berlin, SRH Hochschule für Kommunikation und Design
Berlin, Deutschland
2016 - 2018*

Bachelor's degree in Industrial Design

*Pontificia Universidad Javeriana
Bogotá, Colombia.*

International student

*University of Florida
Gainesville, USA.*

LANGUAGES

English

Working proficiency

German

Beginner / Intermediate

Spanish

Native speaker

PROFILE

I am an user-centered design and innovation enthusiast. I enjoy reimagining the future of organizations by applying research and service design methods and tools. I truly believe that by understanding people's needs we can design innovative products and services (experiences) that bring value not only to the people but also to the businesses. My background is Industrial Design and have experience from to digital design to social innovation, and entrepreneurship.

EXPERIENCE

Designer

JUNIQUE / Berlin, Germany / 2017 - present

During my Master studies I joined as a working student and currently, I create product mockups, graphic assets for the online magazine and develop in-house designs together with the content and art curation teams.

Design Thinking facilitator

*Design Akademie Berlin - Académie Libanaise des Beaux-Arts (Alba) and DAAD
Berlin, Germany and Beirut, Lebanon / 2018*

Conduct Design research methods and moderate Design-thinking workshops within the interdisciplinary team.

Design Thinking assistant (freelance)

PEAK Creative Leadership GmbH / Berlin, Germany / 2018

As part of my Master thesis research, I supported the Design team in a Design Thinking and Culture of Innovation project with Lufthansa Technik.

Designer and brand strategist

TITAMEDIA / Bogotá, Colombia / 2016

I worked in the company's strategy by designing and prototyping different products that allowed the organization to explore and validate new business opportunities.

Visual Design lead

Pillow, Innovación y Creatividad / Bogotá, Colombia / 2016

Responsible for the brand guidelines across digital and analog channels. I also took part in the "freedom academy" as a facilitator for prototyping long with the development of tools to promote creativity in entrepreneurs.

APPROACH

Researcher

I truly believe that by understanding people's needs we can design innovative products and services (experiences) that bring value not only to the people but also to the businesses.

Facilitator

I believe that using methods such as Design Thinking, allow teams, companies and communities to collaborate and to explore new ideas regardless of people's backgrounds.

Strategist

I believe that by placing design in the hearth of the organizations we can identify new business opportunities, redefine problems and create a long-lasting innovation strategy.

Innovator

I believe that organizations need to invest in environments that allow experimentation and creative thinking together with a cultural structure that encourages employees to share.

Freelance Designer / Entrepreneur

IMBUE Design / Bogotá, Colombia and Berlin Deutschland / 2014 - present

Since 2014 I design brands for entrepreneurs. Currently, I assist entrepreneurs with design strategy and user research working as an advisor and facilitator.

Product Design intern

Ronda S.A / Bogotá, Colombia / 2014 - 2015

Developed the brand guidelines for Ronda Group and other B2B brands within the holding. I designed and adapted the packaging for different products for the Latinamerican market using licenses such as Disney.

HONORS - AWARDS

Industrial Design winner - Premios Panda 2016 (bachelor's thesis project)

by Pontificia Universidad Javeriana / 2016

Social entrepreneurship finalist at "Uno Más Todos- Todos Podemos"

by Socialab + Postobon S.A / 2015

First place Brand Design of "Premios PAD y IV Coloquio de Diseño 2015"

by Pontificia Universidad Javeriana / 2015

National First place Industrial Design - Premio Corona Pro Hábitat 2013-2014

by Organización Corona / 2014

JC Casagrande Peace Scholarship

by ELI - University of Florida

