

LUIS EDUARDO DEJO

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SUMMARY

Senior Design Researcher and Strategy Lead with over 21 years of work experience, leading teams and innovation projects in consumer goods, telecommunications, and consulting firms. Applying human-centered design mindset and methodologies to bridge people, business and technology perspectives; and to define a strategic product vision and roadmap, while managing cross functional teams, stakeholders and client expectations.

WORK EXPERIENCE

FJORD (Madrid)

May 2017 - curent

Design and Innovation firm from Accenture

Senior Service Design Lead

Leading projects and cross-functional teams focused on:

- Helping a telco to rethink its value proposition.
- Redefining the digital workspace in the oil and gas industry, focused on employees rather than in technology.
- Exploring new ways of approaching people and doing research for a bank in the Emptied Spain.
- Helping a technology organization to build a new way of work in a non-siloed mindset.
- Defining the new customer experience in the construction industry.
- Understanding both the shopping journey for high consideration items and the sustainability impact of a furniture and retail client.
- Creating a space for Mental Health in the studio, and leading sustainability and responsible experience initiatives.

TELEFONICA I+D (Madrid)

Jun 2012 – Mar 2017

R&D Organization within the Telefonica Group

UX - Sr. Researcher and Innovation Strategist - IoT New Biz

Focused on connecting users, tech and strategy for the IoT team, searching for new business opportunities.

- Built relationships for an entrepreneurial innovation ecosystem
- Explored the next interfaces for connected objects

UX - Researcher and Strategist - Early Stage Innovation

Worked on bridging business and design to find opportunity spaces for the next 3-5 year innovation initiatives.

- Applied user-centered design and customer development mindsets in financial and video services, social good, wearables, identity, insurance and smart cities.
- Defined and implemented spaces that foster innovation as a collaboration with the Global HR team.

IIT INSTITUTE OF DESIGN (Chicago) Aug 2010 – May 2012

Top graduate design school teaching systemic, human-centered design

Student and contractor

Worked on several projects around diverse topics such as:

- Godrej & Boyce India Immersion Program: Discovering growth opportunities while redefining living spaces in Mumbai
- Home Life: Eating & drinking on the go | Rethinking retirement: An open exploration on extreme users to find insights behind eating behaviors. Application of platform strategies to offer a sustainable model for retirement in the US with the AARP.
- Understanding Remote Workers, their complexities and pains.

B. A. T. Perú (Lima)

Dec 2007 – Apr 2010

Peru's leading tobacco company

Premium Brands Manager - Portfolio Manager

- Achieved a global record of 53% in Lucky Strike brand preference.

ALICORP SAA (Lima)

Dec 2004 – Dec 2007

Peru's leading FMCG company

New Categories Product Manager - Sr. Brand Manager

- 5% nationwide share for a new shampoo brand, surpassed its sales objectives and prepared a 2-year innovation pipeline.

UNILEVER Peru & Bolivia

Apr 2001 – May 2004

Branch of Unilever PLC

Management Trainee - Product Brand Manager

- Managed all personal care brands, achieving outstanding growth in Axe, Dove and Sedal brands.

EDUCATION

IIT Institute of Design

Chicago, USA – Fall 2011

Master in Design Methods: Strategy, Research and Business Design

PUCP

Lima, Peru - 2000

Bachelor in Business Administration

LANGUAGES

Spanish (native), English (fluent), Portuguese (intermediate)

AWARDS, COURSES & MORE

Speaker at:

SDI Lab - Lisbon 2020

IE and ESNE - Madrid 2019

IT Arena - Ukraine 2016

Productized - Lisbon 2015

Prosieben Startups - Berlin 2015

Pangea Workshop - Madrid 2015

IE B-School - Madrid 2014

Explorers Festival - Lisbon 2013

Associate and visiting Professor:

IE, ESNE, UEM 2016

Negotiation Workshop - Cambridge

Consulting 2009

Unilever Academy 2001 - 2003:

Competencies Course - México

Marketing Foundation

Co-author of the winning project of the Social Responsibility Projects. Contest for Students, 2000

HOBBIES AND INTERESTS

Food, traveling, Star Wars, swimming, cooking, reading