

JOSÉ A. MONTENEGRO M.

STRATEGIC DESIGNER & INNOVATION MANAGER

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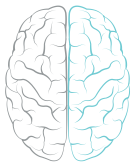
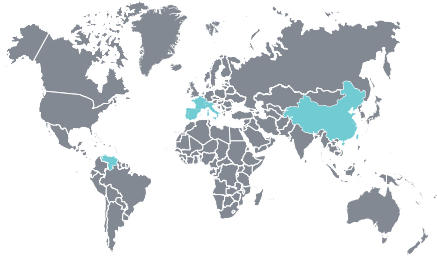
✉ jmol610@gmail.com

🗣 Spanish(Native), English(C1), Italian(B1)

CV

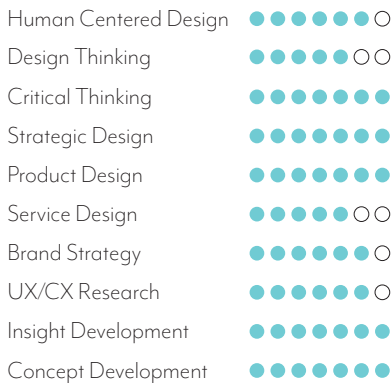
17

Years of
international experience



Curious by nature
& Thinker by trade.

🎧 SKILLS OVERVIEW



🏆 AWARDS

2018 - Winner (2X)

Reddot Awards

2018 - Silver Award (2X)

A'Design Awards

2018 - Winner (2X)

European Product Design Awards

2017 - Silver Award & Honorable Mention

IDA Design Awards

2018 - Winner

Core 77 Awards

🎧 GENERAL OVERVIEW

My passion is to lead design driven innovation processes throughout a human centered approach, where we quickly assess different perspectives, always finding a peculiar application, different and, above all, effective. It is a perfect mix of daring and certainty, analysis and leap of faith, always keeping in mind the objective of each project.

I'm at my best working within multidisciplinary teams, understanding qualitative and quantitative information gathered from a detailed research process and having the capability of translating abstract conversation in real and tangible solutions that satisfies both the user and client needs.

I thrive in leading a strategic approach with a strong background in Products Service and Branding. From concept development to final product production and delivering.

📷 CAREER SNAPSHOT

2020

2018 - Currently **Chief Design Officer/ Strategic Design Lead**
id.real - www.idreal.com
360° Strategic Design Studio

2019 **Tutor** - Adidas + IE MIM Program Challenge
IE Business School - www.ie.edu
Leading Business School
Titular Tutor Adam St. John Lawrence

2017 - 2018 **Product Design Lead**
id.real - www.idreal.com
360° Strategic Design Studio

2017 **Professor** - Product Design
IED - Instituto Europeo de Diseño - www.iedmadrid.com
Leading European Design School

2016 - 2017 **Senior Product Designer**
id.real - www.idreal.com
360° Strategic Design Studio

2011 - 2015 **Founder / General Director**
Pakete 3
Startup with strong focus in Industrial Design

2010

2009 - 2011 **Industrial Design School Director**
Instituto de Diseño de Caracas - www.diseño.com
Leading design school in Venezuela

EDUCATION & TRAININGS

2019 - Amsterdam, Netherlands

Design Thinkers Academy

Executive School - This is Service Design Doing

Tutelage - Markus Edgar Hormess / Adam St. John

Lawrence / Marc Stickdorn

www.designthinkersacademy.com/

2002 - 2003 - Milan, Italy

Scuola Politecnica Design

Master Car & Transportation Design

www.scuoladesign.com

1999 - 2002 - Caracas, Venezuela

Instituto de Diseño de Caracas

Bachelor in Industrial Design

www.disegno.com

TECHNICAL SKILLS



Mac System



Adobe Suite



Autodesk - Autocad



Mcneel - Rhinoceros



Luxion - Keyshot

WORK EXPERIENCE

2018 - Currently - Chief Design Officer/ Strategic Design Lead

id.real - www.idreal.com

.- Drive the strategic design process within the studio's project, building a holistic approach to design driven innovation. Lead and mentor the design team throughout all aspects of design processes, from conception and across development, all the way to delivery.

2017 - 2018 - Product Design Lead

2016 - 2017 - Senior Product Designer

.- Drive the design process within the studio's innovation division, delivering iconic concepts and solutions across projects from different business pipelines, covering the entire design process from research and strategy to concept and technical development all the way to production phase.

2019 - Tutor - Adidas + IE MIM Program Challenge

IE Business School - www.ie.edu

Tutor - Adidas + IE MIM Program Challenge - Titular Tutor Adam St. John Lawrence

.- Introduce IE MIM Program students into design thinking process and techniques, helping them throughout their challenge(project) proposed by Adidas.

2017 - Professor - Product Design

IED - Instituto Europeo de Diseño - www.iedmadrid.com

.- Titular Professor of 2nd year product design class, guiding students into the more technical approach of Product design, following guidelines provided by the program created by the school's faculty.

2011 - 2015 - Founder / General Director

Pakete 3

.- Industrial design start up dedicated to developing and producing design solutions across several fields ranging from Advertising, Fashion, Retail and F&B. With strong focus on detailed concept and production methods, always ensuring products that satisfy all stakeholders needs.

2009 - 2011 - Industrial Design School - Director

Instituto de Diseño de Caracas & Instituto de Diseño de Valencia - www.disegno.com/www.disegnovalencia.com

.- Drive the change and update of the industrial design school curriculum, and help shape the new way of teaching and learning design according to new trends around the world. Leading the faculty into helping students get prepared to practice Industrial Design, producing top talents in the industry currently working around the world.

2004 - 2009 - Professor - Industrial Design

.- Titular Professor of several topics across the Industrial Design field, guiding students into different components of the career with strong focus on the technical approach of Product design, following guidelines provided by the program created by the school's faculty.

EXPERTISE

Human-Centred Design, Strategy and Research

.- Holistic, methodical and human-centred approach to Strategic Design and Design Driven Innovation. From research and insight generation based on customer research and market analysis, to prototyping, design concepts and final deliverables.

.- Develop qualitative ethnographic research and contextual design investigations to understand customer behaviours, pain points, needs and aspirations.

.- Drive the innovation process through the use of the right tool at the right time, such as: personas, customer journeys, insight-opportunity frameworks, system maps, stories and scenarios.

Service and System Design

.- Growing people-first services. From value proposition to brand and customer experience to scale, putting all of the pieces together.

.- Leading a systematically and natural process of zooming out to see the big picture, then diving in to nail the important details, starting with key journeys, create information and process flows for a customer's interaction with the business and product - prototype and iterate as required.

.- Develop service blueprints, identifying minimum viable services and products that satisfy all stakeholders.

Product Design & Brand Strategy

.- Methodical strategic process, with proven experience in finding and analysing data, making insights-based recommendations, and creatively bringing brands and brand messages to-life through innovative marketing and communications.

.- Develop results-oriented marketing and communications strategies, showing creative and innovative ways for clients to cut-through, engage and deliver on their objectives.

Transform complex or ambiguous problems into simple, elegant and modern product experiences based on user needs.

.- Drive product strategy through design with product and executive teams.

User Experience Design

.- Use narration and storytelling skills to bring product ideas to life

.- Provide clear product direction and design principles for UI designers

.- Design an experience that delights customers and matches the service design vision

.- Develop concepts, wireframes and prototypes at a level of finish that fits the stage of the process