



GRACIELA GUADARRAMA BAENA

DESIGNING (+ PLURAL) FUTURES

ABOUT ME

Mexican & Spanish, Mexico City is my home but I'm a globetrotter! My experience lies in Innovation and Design from problem finding to solving – I make sense of the complex, wicked problems critical to a sustainable future.

#Design Research

#User Research

#Social Innovation

#Foresight #Strategy #Systems

#Innovation #Design #Workshops

#Social

#Environment

#Food

#Mobility

#Cities

#AI

#Technology

PROFESSIONAL EXPERIENCE

2020 **DESIGN FUTURIST (CO-FOUNDER) @ Futures Space. Berlin**

- Facilitation of workshops on diverse Future-related topics
- Foresight Research projects
- Foresight Training workshops & thought leadership

2019 **DESIGN STRATEGIST | FACILITATOR | COACH**

@ KulturMarktHalle. Berlin

- Further development of organizational structures & team building
- Workshops on vision and overall direction
- Discovering challenges and setting priorities
- Design Thinking, Design of Playbook

2018 **MULTIDISCIPLINARY DESIGNER @ Independent. Global**

- Design of various projects from research to completion
- Workshop facilitation & co-creation sessions
- Collaboration with organizations on Innovation & Design
- Design mentorships and peer advising

2017 **DESIGN RESEARCHER @ Compass Digital Labs. Toronto**

- Founder of the Design Research practice in the organization; strategy and structure.
- Service & Product Research; primary user research in the context of food hospitality
- Strategic Foresight; secondary research & trend scanning to inform roadmaps for B2B and B2B2C

2012 **LEAD DESIGNER | PRODUCT DESIGNER | DESIGN STRATEGIST**

@ Diablo Design. Mexico

- Concept development, user analysis, product requirements & implementation.
- Liaison with national and international clients as well as suppliers.
- Design Strategy, Design Thinking, Design & User Research, Brand & Communication.
- Team Lead & Project Manager; leading project and overseeing activities

ASSOCIATE | DESIGNER & INNOVATION RESEARCHER

@ Instituto para la Planeación del Desarrollo. Mexico

- Research of new technologies regarding four principal areas: Housing, Education, Health and Food, to be implemented in rural regions of Mexico.
- 3D model proposals for various products in the food industry.
- Assistance with design and innovation methods

ACADEMIC EXPERIENCE

2015 MDes in Strategic Foresight & Innovation

@ OCAD University, Toronto, Canada

An interdisciplinary, co-creative approach for leading innovation; emphasis is placed on complex problem finding, framing and solving, to envision and develop sustainable futures. Methodologies include futures thinking, strategy development as well as design research and systems thinking.

2011 BA in Industrial Design

@ Universidad Iberoamericana, CDMX, Mexico

AWARDS & RECOGNITION

Full-cost maintenance allowance

Postgraduate Studies at OCAD University

@National Council for Science and Technology (CONACYT), Mexico

Partial Postgraduate Studies Scholarship

MDes in Strategic Foresight & Innovation at
OCAD University

@Fondo Nacional para la Cultura y las Artes (FONCA), Mexico

Bronze A' Design Award Winner for Scientific Instruments,
Medical Devices and Research Equipment Design Category

@2015 A' Design Awards

LANGUAGES

ESP - mother tongue
ENG – business fluent
DEU – conversational
IT – beginner

SKILLS

Windows Office Platform
Adobe Suite: Ps, Ai, Id

Research tools:

Dscout, Airtable

Methods & frameworks:

Systems Mapping, Business Model
Canvas, 2x2 Matrix, Thematic
Analysis, Futures Wheel/Triangle, CLA

CONTACT

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