

Hi, I'm GRACIELA

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 sustainable futures.

PROFESSIONAL EXPERIENCE

- 2022 **DESIGN FUTURIST | CO-FOUNDER***
@ Futures Space/Futures2All. Global
- Facilitation of workshops on diverse future-related topics, methods, games & tools
 - Foresight Research projects
 - *Futures* Training workshops & thought leadership
- 2020 **DESIGNER & FUTURIST** @ La Sobremesa. LATAM
- Design and facilitation of workshops on foresight with LATAM Civil Society organizations
 - Foresight Training workshops & thought leadership
 - Foresight Research projects
- 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 & Futures Thinking, Design of Playbook
- 2018 **MULTIDISCIPLINARY DESIGNER*** @ Independent. Global
- Design of various projects from research to completion
 - Workshop & co-creation session design and facilitation
 - 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. CDMX
- 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 & PM; leading projects and overseeing activities



2012

ASSOCIATE | DESIGNER & INNOVATION RESEARCHER*

@ Instituto para la Planeación del Desarrollo. Mexico

- Projects on social and environmental development
- Research of new technologies in Housing, Education, Health, and Food, to be implemented in rural regions of Mexico
- Assistance with design and innovation methods

**Currently active*

ACADEMIC EXPERIENCE & MORE

MDes in Strategic Foresight & Innovation

2015

@ 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.

BA in Industrial Design

2011

@ Universidad Iberoamericana, CDMX, Mexico

Gender-based Analysis +, Status of Women Canada, Gov of Canada. online

Network Dynamics of Social Behaviour, University of Pennsylvania. online

Visual Communication, Sketching for designers, Product Design, Invention Innovation. Art Center College of Design. Pasadena, California

Form Language, Red Engine Studios, Los Angeles, California

Digital Photography. Holborn College, London, England

AWARDS & RECOGNITIONS

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

><AREAS><

#Participatory Futures

#Design Research

#User Research

#Social Innovation

#Foresight #Systems Thinking

#Innovation #Design #Workshops

><FIELDS><

#Social

#Environment

#Food

#Mobility

#Cities

#AI

#Technology

#Gender

><COLLABS><

#EEA

#European Commission

#Corporate

#Grassroots

#LATAM Civil Society

#NGOs

#UNESCO

#WFP



DESIGN, FACILITATION & PARTICIPATION EXPERIENCE

2021

Stories from 2050

@EU Commission New Green Deal Policy Team

Horizon Scanning Guide & Masterclass

@Flis Network, EEA. Europe

2020

Futures of Work, Digital, Futures Studies. Beyond Scenarios

@ UNESCO Futures Literacy Summit

Open Spaces Workshop

@ Regenerating Asia 2050, APFN

Desirable Futures 2030 Panel

@ Futures Summit

Future of Food and Agriculture Workshop

@ XPRIZE & WFP Innovation Accelerator, Munich, Germany

2019

Futures Literacy Design Forum

@ UNESCO, Paris, France

Nights of the Futures series by Futures Space.

@ betahaus, Berlin, Germany

2018

Civic Imagination Workshop

@ SxSW Governance Futures Lab, Austin, Texas

2017

North American Workshop on Food Waste Reduction and Recovery

@ Commission for Environmental Cooperation (CEC), Toronto, Canada

2016

Perspectivity, Serious Games – Toronto Series

@ OCAD U, Toronto, Canada

LANGUAGES

ESP - mother tongue
ENG - full proficiency
DEU - conversational
IT - beginner

SKILLS

Windows Office Platform
Adobe Suite: Ps, Ai, Id

Research tools:

Dscout, Airtable

Methods & frameworks:

Systems Mapping, 2x2 Matrix,
Thematic Analysis, Futures
Wheel/Triangle, CLA...

CONTACT

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ca.linkedin.com/in/gracielaguadarrama

Webs

Personal:

www.gracielagb.com

Company:

www.futures-space.com &

www.futures2all.com