

Humanity-Centred Service Designer

# FELIPE ROCHA MELHADO

shaping sustainable co-created communities

www.aretedesign.studio

felipe@aretedesign.studio

linkedin.com/in/felipermelhado

+46 72 945 53 20



## EXPERIENCE

February 2025 - Present · Gothenburg, Sweden

**FOUNDER & SERVICE DESIGNER** at Areté Design Studio

customer experience transformation storytelling business strategy

- Driving strategic design and storytelling for global clients across continents to build a platform for sustainable change.

September 2024 - January 2025 · Gothenburg, Sweden

**SERVICE DESIGN TRAINEE** at Humblebee's HIVE

service design co-creation prototyping user research

- Led service design in a multidisciplinary team, crafting a innovative digital service for a biodiversity non-profit with over 30 clients.
- Conducted co-creation workshops with biodiversity actors and rapid prototyping sessions to define a service vision and strategic dialogue.

April 2024 - November 2025 · Remote

**AMBASSADOR TEAM LEAD** at the Service Design Network

experience design leadership engagement strategy public speaking

- Spearheading global initiatives engaging a community of 100,000+ service designers worldwide to foster community building.

July 2023 · Argolida, Greece

**EUROPEAN SOLIDARITY CORPS VOLUNTEER** at Hopeland

community building cultural awareness sustainable practices

## EDUCATION

2022 - 2024 · Linköping, Sweden

**MSc DESIGN|Service Design** at Linköping University

co-creation design thinking service design social innovation

- ELECTIVES: AI Robotics, Intl. Storytelling, Innovation Management

2019 - 2022 · Coimbra, Portugal

**BSc COMMUNICATIONS DESIGN** at University of Coimbra

audiovisual production digital design multimedia programming

- Awarded Top 40 intl. students full merit scholarship for two years.
- ELECTIVES: Anthropology and Architecture, CSR and Business Ethics

## ACHIEVEMENTS

January to June 2023 · Global Initiative by Philips

**STUDENT SERVICE DESIGN CHALLENGE FINALIST**

business strategy service innovation problem solving user research

January to May 2022 · IDEO U

**ADVANCED DESIGN THINKING CERTIFICATE**

business design customer insights prototyping storytelling

## PROFILE

I am a global designer, committed to shaping inclusive experiences that empower people and planet alike.

As a strategic thinker and impromptu facilitator, I bring ideas to life through co-creation and creative drive.

I harness design for transformation, delivering human-centred impact across systems and cultures.

## LANGUAGES

**PORTUGUESE** native

**ENGLISH** trilingual (IELT BAND 8.0)

**SPANISH** trilingual (DELE C1)

**FRENCH** intermediate (DELF B1)

**ITALIAN** conversational

**SWEDISH** elementary

## SKILLS

### DESIGN TOOLS

figma adobe creative suite

photography notion/trello

python webflow

### METHODOLOGIES

co-creation design thinking

speculative design blueprinting

business model canvas

systems thinking

## REFERENCES

References upon request