

Juan Lopez Flores

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Profile

Strategist in Human Connection Design | Founder, Conscious Intervention

Architect-turned-human-centered designer with 9+ years leading complex projects across the U.S., Latin America, and Europe. I design transformative experiences, (physical, conversational, and emotional) that bridge divides and build trust across identities. My work integrates systems thinking from architecture with participatory design and strategic facilitation to dismantle polarization, address generational trauma, and foster community resilience. From uniting home care workers across political lines in rural Pennsylvania to co-creating solutions with displaced communities in the Peruvian Amazon, I bring the ability to turn complex, fractured realities into collaborative, trust-based action.



Work Experience

09/2023 – present
Remote, United States

Founder & Creative Director Conscious Intervention

- Spearheaded a design studio dedicated to promoting social change through community engagement and participatory design projects
- Devised and executed strategies that centered the voices and requirements of marginalized communities
- Conducting research on addressing fear of others through individual conversations

04/2024 – 07/2024
Pittsburgh, United States

Campaign Community Organizer Service Employee International Union

- Empowered home care workers to advocate for better wages through grassroots organizing and one-on-one conversations.
- Built coalitions with community leaders and facilitated meetings with state representatives to drive policy change.
- Leveraged strategic communication skills to develop messaging that resonated with and mobilized workers.

08/2015 – 07/2025
Pittsburgh, NYC, Paris,
Seattle

Architectural Project Manager (Healthcare) Ankrom Moisan, Gensler, United HealthGroup, and Others

Managed 70+ large-scale projects nationwide from concept to completion, leading multidisciplinary teams, and building strong stakeholder relationships. Developed and implemented spatial prototypes for healthcare facilities to maximize staff workflows and set high quality patient experience standards.



Projects

08/2023 – present

Conscious Intervention Method

A participatory design approach blending deep listening, cultural intelligence, and co-creation to transform fear of “the other” into curiosity and connection.

- **What’s Something You Never Say Aloud?** | Sarajevo, Bosnia & Herzegovina
Curated a public installation in a post-conflict society shaped by war and migration, surfacing unspoken personal and communal silences. Catalyzed intergenerational dialogue and collective empathy among 30+ participants from diverse ethnic backgrounds. (creative director and facilitator)
- **Home Care Worker Organizer Campaign** | Pennsylvania, U.S.
Mobilized workers across political divides to unite around shared needs. Facilitated collaborative problem-solving with state representatives, building alliances that transcended ideological boundaries.
- **Claverito** | Peruvian Amazon
Researched and designed sustainable, culturally rooted solutions with displaced communities living on the bank of the Amazon River. Led participatory workshops and focus groups with the community to improve living conditions.
- **Masa Method** | Pittsburgh & Seattle, U.S.
Developed and prototyped a structured approach to build trust among strangers through guided one-on-one and group dialogue (the masa method).



Education

01/2010 – 05/2015

Monterrey, Mexico

B.Arch, Architecture Tecnologico de Monterrey

09/2022 – 06/2025

Seattle, United States

M.S., Human-Centered Design & Engineering | Master of Science University of Washington

Multidisciplinary program applying design thinking, user research, prototyping, and evaluation methods to address real-world problems.

07/2025 – present

Sarajevo,
Bosnia and Herzegovina

Fellowship Humanity in Action

Selected for a competitive interdisciplinary program focused on post-conflict reconciliation, identity, and justice in Sarajevo, Bosnia & Herzegovina.



Skills

– LANGUAGES

English

Spanish

– SOFTWARE

ProCore / Bluebeam

Adobe/Google/MS Suite

Revit

Tableau