

Alicia Calderón · Creative Strategist

I am a multi-disciplinary designer with experience on product design, strategy, branding and creative strategy.

In the past eight years, I have worked across creative, client-facing, and management roles on product and branding projects in digital agencies, and research and teaching roles in academia focused on design-led innovation processes and creative capacity-building.

I am seeking a role where I can combine top-level strategic thinking with hands-on creative direction and implementation.

aliciacalderg.com

alicia.calderg@gmail.com

+31 639766221

In my free time, I enjoy running trails in the Dutch dunes and Spanish mountains, and spending time with friends and family. I also consume a bit too much pop culture through podcasts, TV series, books, and newsletters.

EXPERIENCE

Design Strategy Lead · Miyagami

NOV 2022 – PRESENT

- Defined Miyagami's positioning, service offer and brand identity across multiple iterations, in collaboration with the founding team.
- Led product and brand strategy and design client projects, managing client communication, presentations and facilitation creative sessions
- Built and led the internal design team, establishing processes, capabilities and quality standards across branding and product work.
- Contributed to company strategy, operations, marketing and hiring as part of the management team.

Design Strategist · Miyagami

NOV 2021 – OCT 2022

- Delivered end-to-end design strategy across brand and digital product projects, conducting research, shaping product vision and translating strategy into design.

Teaching Staff · TU Delft | Industrieel Ontwerpen

SEP 2018 – JUN 2021

- Co-produced and taught 'Design and the City' and 'Strategic Design for Social Innovation'; developed the curriculum, learning objectives and assessments.
- Taught 'Strategic Product Innovation' and 'Design-Driven Innovation'.
- Mentored master graduation projects.

Design Researcher · Designscapes | EU Horizon 2020

FEB 2018 – JUN 2021

- Co-designed and delivered a training program on design-enabled innovation for urban entrepreneurs across Europe; designed materials, workshops, webinars and progress frameworks.
- Co-developed a design-enabled innovation capability framework with Professors Ingrid Mulder and Nicola Morelli; presented to the European Commission; contributed to academic publications.

Design Internship · Morrow (now The Youth Agency)

SEP 2016 – OCT 2017

- Supported senior designers at the agency with project and client work (competitive research, customer journeys, branding, UX, etc.)
- **MSc thesis:** Designed a branded strategic toolkit Morrow to design social innovation ventures, combining futures-thinking and strategic design, based on stakeholders interviews, co-creation workshops, and iterative development and testing.

EDUCATION

MSc Strategic Product Design

Technische Universiteit Delft

2015 – 2017

- Brand & product strategy, Customer & user research, Business modelling, New Product Commercialisation, Marketing, Design methodology.
- Electives: Branding, Sustainable business models, Service design.
- Activities: Turn The Page Design Magazine Editor in chief, Studio360 Board, IDE Compass editorial team.

BSc Industrial Design Engineering

Universitat Politècnica de València

2010 – 2015

- Full product lifecycle: research, ideation, branding, prototyping, production, and launch.
- Erasmus Exchange TU Delft (2015)

LANGUAGES

Spanish Native

English Professional Proficiency (C2)

Dutch Intermediate (A2+)

German Elementary (A1)

SOFTWARE

Figma Advanced

InDesign Advanced

Illustrator Intermediate

Photoshop Beginner

Webflow Intermediate

AI Prototyping Intermediate