Alicia Calderón González

I am a strategic designer with 8+ years of experience across digital product design, research and design-led innovation. My background combines client-facing and hands-on leadership design roles in digital agencies, with research and teaching roles in academia, focused on translating strategic goals into practical solutions and building design capabilities within teams.

I am looking for a role where I can combine strategic thinking with hands-on design and facilitation to help organisations innovate and deliver meaningful solutions to their users.

CONTACT

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EXPERIENCE

Design Strategy Lead · Miyagami

NOV 2022 - PRESENT

- Led client projects from discovery and user research through concept development, prototyping and handoff to development, translating business priorities and user needs into new digital products and services.
- Planned and facilitated workshops, co-creation sessions and stakeholder presentations to guide decision-making, create shared ownership, and align teams across disciplines.
- Built and led the internal design team, establishing discovery and design processes, shared tools, quality standards and continuous improvement practices.
- Contributed to company strategy, operations and hiring as part of the management team, while mentoring designers and supporting cross-functional collaboration with the sales, development and product management teams.

Design Strategist · Miyagami

NOV 2021 - OCT 2022

- Delivered end-to-end digital product and service design projects, conducting user and competitive research, translating insights into product strategies, user journeys, prototypes and digital experiences.
- Managed client communication, presentations and project delivery, collaborating closely with designers, developers and stakeholders.

Design & Innovation Researcher · Designscapes EU

FEB 2018 - JUN 2021

- Co-designed and delivered a European training programme on design-led innovation for entrepreneurs, developing a practical toolkit and facilitating workshops and webinars in collaboration with consortium partners.
- Researched and co-developed a design-led innovation capability framework with academic partners, presented findings to the European Commission and contributed to academic papers on the topic.

Teaching Staff · TU Delft | Industrieel Ontwerpen

SEP 2018 - JUN 2021

- Co-produced and taught courses ‘Design and the City’ and ‘Strategic Design for Social Innovation’ (curriculum, learning objectives, lectures, assessments).
- Taught courses ‘Strategic Product Innovation’ and ‘Design-Driven Innovation’.
- Mentored master graduation projects on design-led innovation processes and design capability building in the public sector, design thinking applied to societal challenges, etc.

Graduate Design Researcher · Morrow (The Youth Agency)

SEP 2016 - OCT 2017

- Supported senior designers at the agency with project and client work.
- MSc thesis: Created a design toolkit for Morrow to design social innovation ventures, combining futures-thinking and design thinking tools & methods, and adapted to their team and business needs based on stakeholders interviews, co-creation workshops, testing and iterations.

EDUCATION

MSc Strategic Product Design

Technische Universiteit Delft

2015 - 2017

- Design methodology, Customer & User research, Product strategy, Innovation through design, Marketing & Product Commercialisation, Business modelling, etc.
- Electives: Service Design, Branding, Sustainable business models.
- Activities: Editor in chief in Turn The Page Design Magazine, Board in MSc student association Studio360, Editorial team in IDE Compass, Writer in 3NTA online magazine

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)

SKILLS

Strategy & Innovation Business & Product Strategy · Design thinking · Innovation frameworks
Digital Product Design User research & testing · Service Design · UX & UI Design · Prototyping
Facilitation & Presenting Workshop design & facilitation · Co-creation · Presenting · Teaching
Leadership Team building & mentoring · Cross-functional collaboration · Process design & improvement · Goal & vision setting

SOFTWARE

Figma Expert
Webflow & Framer Advanced
AI Prototyping (Claude Code/Design, Lovable, etc.) Advanced
Illustrator Intermediate
Photoshop Basic

LANGUAGES

Spanish Native
English Professional Proficiency (C2)
Dutch Intermediate (Currently: B1 course)
German Elementary (A1)

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