

# Felipe Escobar

## Interaction Design Researcher

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Gierstraat 83A, 2011 GC, Haarlem, NL  
**Birth Date:** 12-May-1979 - Bogotá, Colombia

## Education

MSc Design for Interaction, TU Delft	The Netherlands, 2011 - 2013	
Graduate Diploma in Multimedia Creation, Universidad de los Andes	Colombia, 2004 - 2005	
Diploma - Industrial Design, Universidad de los Andes	Colombia, 1997- 2003	

### Short Courses

Strategic Management of Sales and Marketing, Universidad de los Andes, 2007  
Reduce, Reuse, Recycle, Collin Reedy 2000  
Black & White film photography, Alliance Française 1996

## Experience

- 2015 - Present - MediaLAB Amsterdam** — Research on methods that can help improve the innovation and design process within a SCRUM based environment. Coach a team (4 - 5 people) on developing an innovation based project .  
Interaction Design Researcher
- 2014 - helpLine RD GmbH** — Research users of helpLine and within a SCRUM team, design the UX and UI elements needed to make for a great user experience.  
UX/UI Designer
- 2013 - Philips Research** — Identify the needs (quantitative and qualitative research )to design a consumer luminaire linked to console video games, and develop a proof of concept/videos to communicate the design.  
Graduate Intern
- 2012 - Unilever R&D** — Identify strategic new opportunities for Unilever and possible ways to bring them to market for the savoury category, using creativity and design methods to come up with disruptive ideas.  
Disruptive Design Studio - Designer/Intern
- 2011 - TU Delft** — Support bachelor students while they learned how to use Adobe Flash for animations and websites, run some administrative tasks of the course.  
Student Assistant
- 2009 - 2011 - Freelance** — Find new clients, sell web design services, manage and design web sites. Worked for diverse clients such as Danone, Dhakini and Hotel Muisca.  
Web designer
- 2009 - Sherleg Laboratorios** — Identify new opportunities to develop products and/or lower production times/costs. Manage internal/external communication design and production for printed, web and video mediums.  
Industrial Designer
- 2008 - Universidad de los Andes** — Conduct interviews to participants according to TESO methodology, help coordinate the rest of the researchers and design data presentation and infographics to the different stakeholders.  
Research Assistant
- 2005-2007 - Citibank** — Analyze customer support services for corporate clients in Honduras and identify the best way of implementing them for the LATAM Hub in Colombia.  
CSR
- 2004 - Ilanko S.A.** — Renovate the "Santorini" and "Blu" stores; this included in-store displays, exhibitors, store fronts, business cards, furniture, etc. Design and manage the new image making sure that implementation was within budgeted time and resources.  
Industrial Designer

## Skills

UX- UI designer with good graphic design skills, mainly focused on user research through different methods such as Anthropologic observation, Contextmapping and Prototyping sessions (generative design workshops with end users) these methods allow to uncover insights and develop new creative solutions for User's wants/needs. Proficient with Adobe suite (web, video, graphics) sketch and also use 3D modelling software, Rhino, 3DMax. I am good at HTML, CSS, Processing, Arduino, some Actionscript, Javascript and JQuery.

Spanish is my mother tongue, proficient in English, and speak basic Dutch. I am inspired by watching movies and reading comic books and I like playing Chess.