

Carlos Cárdenas

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Senior Design & Innovation Strategist

Skilled Design Strategist with experience developing new products and services for global companies and accelerating innovation with early-stage ventures. Adept at bringing a human-centered approach to innovation and business transformation through well-designed user experiences that create meaningful business and customer value. Expertise simplifying complex design and business challenges using creative thinking, robust research methods and analytical skills.

Areas of Expertise

Design Strategy | Design Research | Design Thinking | User / Customer Experience | Service Design | Product Design | Interaction Design | Project Management | Leadership | Business Strategy | Corporate Venturing | Lean Startup

Work Experience

Strategic Design & Innovation Consultant

08/2023 – Present

Developing new products and services for global companies across different industries. Bringing strategic design tools, innovation processes and research methods for the creation of new business and value propositions. Accelerating innovation with early-stage ventures.

PHILIPS | Boston, MA

04/2017 – 04/2023

Senior Design Strategist – Design Consulting (04/2022 – 04/2023)

Collaborated with healthcare providers, government, and industry leaders to define strategic initiatives and design solutions for improved access to quality care, efficient clinical workflows, and innovative patient services.

- Enabled senior leader alignment on shared vision and accelerated decision making on key initiatives.
- Strategic support for growth of strategic partnerships with leading hospitals (US and LATAM).
- Led research planning, insight generation, concept ideation, experience, and service design activities.

Design Innovation Strategist – Philips Ventures (01/2020 – 04/2022)

Led emerging and future healthcare innovation projects in collaboration with research and portfolio marketing teams for diverse business units, including Image Guided Therapy, Precision Diagnostics, Ambient Experience and Personal Health.

- Co-created Value Propositions that are meaningful to customers, technically feasible and viable as a business.
- Developed user experience scenarios and service blueprints to visualize and make opportunities tangible.
- Increased speed to market and revenue by defining strategic product, service, and technology roadmaps.

Design Lead for Philips Ventures, a global team of investment and innovation professionals focused on early commercial stage digital health investment opportunities.

- Developed a scalable framework for startup collaboration definition using a lean sprint-based approach.
- Supported the development of a business readiness assessment tool and playbook for venturing initiatives.
- Partnered with communication design teams to deliver multi-channel narratives (web, presentations, videos).

Design Business Lead – Philips HealthWorks / Health Tech Accelerator (04/2017 – 01/2020)

Philips HealthWorks delivers dedicated acceleration programs for early-stage internal ventures and for collaborations with Health Tech innovation startups around the globe.

- Led a global design team supporting HealthWorks' programs in the US, Netherlands, India, Germany & China.
- Co-Developed tools, methods, workshops, strategic framework, and communication narratives for programs.
- Helped define and de-risk viable collaboration models with startups and faster paths to market for internal ventures, using design thinking and lean startup tools and methods.

STARTUP GRIND | Boston, MA**01/2016 – 01/2018****Boston Director**

A global startup community, delivering education, connections, and opportunities to help startups and scaleups grow.

- Led Boston chapter, built partnerships with sponsors, promoted and hosted monthly live events with founders, investors, and influencers to share success stories, failures, and advice.

THE MEME | Boston, MA**01/2008 – 04/2017****Vice President - Innovation (01/2011 – 04/2017)**

THE MEME is a strategic design consultancy focused on helping organizations discover opportunities for growth by developing human-centered product and service experiences. Clients included Samsung Electronics, LG, Microsoft, iRobot, Dana-Farber Cancer Institute and Boston Children's Hospital amongst others.

- Mentored multi-disciplinary teams and led integration of primary and secondary research, market and consumer insights, prototyping of product and service design concepts, and business innovation.
- Engaged with client organizations and stakeholders to assess project needs and develop project proposals.
- Led production of final deliverables and presentation to client senior level executives.
- Supported marketing and business development through public speaking engagements and networking events.
- Curated and moderated quarterly panels on innovation in Healthcare, Internet of Things and Education.

Director – Design Strategy (01/2008 – 01/2011)

Led multi-disciplinary teams in designing meaningful user experiences, leveraging the impact of digital technologies on their customers, products, and services.

- Planned and conducted user research, market studies and technology trends assessment to develop consumer insights for new product and service design.
- Developed personas, detailed scenarios, and design concepts for different industries including consumer electronic products, automotive, financial, and healthcare services.

CAPO Design | Boston, MA**01/2006 – 01/2007****Co-Founder**

Interaction design studio focused on high quality, clean, and well-designed interfaces, specializing in data-driven websites for clients requiring a high standard of design matched with excellent function.

- Led digital design strategy, UX and visual design for interactive web based applications for clients including Harvard University and Harvard Graduate School of Design, Hyposurface, and H24 Aviation Advisors.

STEVENS INSTITUTE OF TECHNOLOGY | Hoboken, NJ**08/2005 – 12/2006****Adjunct Faculty, User Experience and Interaction Design (MSc. in Product Architecture Engineering)**

- Seminar / workshop focused on user experience and interaction design methodologies, principles, and theories.

Education

Doctor of Design Studies (DDeS) – Harvard Graduate School of Design (Boston, MA)

Master in Design Studies (MDeS) w/Distinction – Harvard Graduate School of Design (Boston, MA)

Specialization: Multimedia Creation – University of Los Andes (Bogota, Colombia)

Post-graduate Diploma: Pedagogy of Technique in Architecture Schools – ETSAB, UPC (Barcelona, Spain).

Professional Degree in Architecture (BArch) – University of Los Andes (Bogota, Colombia)