



# Alejandra Godo Blasco

## Business Designer

hello@alejandrablasco.com  
+31 (0) 614 43 61 69  
www.alejandrablasco.com

### PROFILE

A curious, ambitious and globally-minded Business Designer with an excellent eye for detail and a passion for technology and innovation. I am a designer with a background in strategy, engineering and human-centred design and a total of 3 years of experience working for different international companies in Japan, Australia, The Netherlands and Spain. Just as in my own life, I like to pursue well-being on a fundamental level. I want to design strategies, products, services and experiences that truly improve people's lives.

### STUDIES

#### MSc Design for Interaction

Delft University of Technology

*Delft, The Netherlands*

September 2018 - September 2020

#### BSc Engineering & Industrial Design

Polytechnic University of Catalonia

*Barcelona, Spain*

September 2013 - January 2017

### SKILLS

- **Business Design** (Financial modelling, Business modelling, Creative facilitation, Roadmapping, Storytelling, Pitching, Strategic design sprint)
- **UX Research** (Usability testing, User interviews, User experience, Personas creation, Co-design, Prototyping, Context Mapping)
- **Digital design (UX/UI)** (Sketch, Figma, Adobe Suite, Webflow, Solidworks, Keynote)

### LANGUAGES

**English:** Proficiency

**Spanish:** Native

**Catalan:** Native

**French:** Intermediate (B1)

**Dutch:** Intermediate (B1)

### INTERESTS & HOBBIES

- Technology, innovation, art, science, physics, politics
- Running, football, padel, yoga, meditation, reading, ski, travel, piano, interior design, cooking
- Besides my job, I am part of the founding team at the company Rechord.ai

### EXPERIENCE

**ONEUP** | Amsterdam, Netherlands

**Business Designer & Venture builder**, Sept 2020 (Currently)

- PVH Corp: Developed a 'made-to-order' platform to democratize fashion creation and production
- PVH Corp: Developed a 'virtual fitting try-on solution' a subscription-based digital wardrobe allowing everyone to try on garments virtually
- Rabobank: Worked managing a team of developers and designers to create 'Down2Earth' a Carbon Bank marketplace
- WarChild: Created a new global shared platform to help more children in need.

**FLOW MONEY AUTOMATION** | Netherlands (Remote)

**Service design graduate** Mar 2020 - Sept 2020

- Developed SARA.AI 'Your financial robo-advisor' as my master thesis and graduated with Cum Laude
- Design and research project with the goal of improving financial health in Gen Z
- Reinforcement of user's testing & evaluation techniques, iterative & conceptual design remotely

**LOOP UNIQUE COMPANIES** | Barcelona, Spain

**Product and Service designer**, Jan 2017 - Feb 2018

- Collaborated within cross-functional teams for Spanish-based clients such as Zumex or Danone on digital transformation and product innovation projects

### PARTNERSHIPS

**FLIGHT CASE** | Japan

**Candidate**, Feb 2019 - Aug 2019

- Selected as one of the top 21 students for the international business trip within TU Delft master candidates.
- Worked for international companies such as Panasonic, MUJI and Ricoh on business strategy and interaction design projects

**VOLKSWAGEN GROUP** | Barcelona, Spain

**UX Designer and Researcher**, Dec 2015 - July 2016

- Selected as one of the top 10 students to be part of the 'Creative Lab' a year project for Volkswagen Group
- Developed a concept for the 2025 future autonomous SEAT car in a team of 6 engineering and design students