

Eva Hernando

Curriculum vitae

Experience

Service Design Lead

Fjord (Berlin, Germany)
Feb 2013- Present

I started at Fjord as a Service designer and become a Senior Service designer in December 2015 and a SDL in June 2019.

As a designer at Fjord, I was instrumental in the initial phases of a project from insights, to concept, by guiding how research can be conducted and distilled into actionable design directions and the ideation of service concepts. And also by making concepts tangible by creating UX flows and prototypes.

Now as a Service design lead, I support and drive the design team in building quality outcomes, I scope and plan projects and help to build the relationship with the client. I help clients on their digital transformation journeys by emphasising a user-centred mindset to define their future customer experiences.

UX researcher and service designer intern

Experientia (Turin, Italy)
May 2012- Nov 2012

Involved in a wide variety of research and strategy projects in industries such as Healthcare, Life-sciences, Technology and Education. Prepared and conducted ethnographic research on the field (interviews and observations) as well as in the research synthesis activities. Organised and facilitated participatory design workshops with clients and users.

Industrial design intern

FLEX/the innovation lab (Delft, The Netherlands)

April 2010- August 2010

My work involved generation of concepts, sketching, visualization, rendering, prototyping, detailing and 3D modelling. I also collaborated with the team of designers in idea generation sessions for different projects.

Industrial designer

Grupo Antolin R&D (Burgos, Spain) June 2007- July 2008

Designed and created 3D models of automotive components like headliners, sunvisors, pillars or grabhandles for clients such as Jaguar, Audi, or PSA. Responsibilities also included coordinating the design team in India and the central design office in Spain within my projects.

Education

Postgraduate in Human centred innovation and service design

H2i institute (Madrid, Spain)
October 2011- March 2012

I gained a scholarship to be one of the 16 people per year eligible to do this postgraduate. In addition to the daily lessons by Designit Madrid top consultants and other collaborators, we did a a real service innovation project for a company throughout the whole duration of the studies. The academic program included design research, strategic design, service design, visual thinking, co- design, storytelling and business design.

MSc Integrated Product Design

Delft University of Technology (Delft, the Netherlands) September 2008- July 2011

Graduated with a major in product design and with a strong emphasis on design research. Courses I took include: context mapping, creative facilitation and strategy.

During my masters I worked in real challenges for companies and with multidisciplinary teams in which students from all three Design Master's programmes participated.

BSc Product Design

Hogeschool Antwerppen (Antwerp, Belgium) September 2006- February 2007

During my bachelor studies I took part in a Erasmus program for 6 months in Belgium. I developed a couple of projects in collaboration with major international companies and followed courses under a variety of topics such as service design and universal design.

BSc Industrial design engineering

University of Valladolid (Valladolid, Spain) September 2003- June 2006

Studied the disciplines of engineering, design and business, which help me building the base for future applied logical and analytical thinking.

Continuing education

Strategic Innovation: Building and Sustaining Innovative Organizations.

University of Illinois at Urbana-Champaign
Mar 2019SXSW - Austin, March 2017.

Creative writing- Madrid, December 2016

UXLx User Experience - Lisbon May 2016

Interactions 16, by IXDA - Helsinki, March 2016

Present with presence- Berlin, February 2016. Rebecca Mackenzie.

UXLx User Experience Lisbon - May 2015
Service Experience camp Berlin- October

2014

Investigative Rehearsal. Theatrical improvisation applied to Service Design and Customer Experience, with Adam StJohn Lawrence - October 2014

Behavioural Economics in Action.
University of Toronto - December 2013

Visualized.IO Berlin- October 2013
GOOD'13. Network for Global Design

Research- October 2013

Languages

Spanish - native
English - advanced
Italian - advanced
German - upper intermediate