

ABOUT ME

I'm an Industrial Design Engineer specialized in Design Thinking User-Centered Design. Recently graduated in "Master in Research for Design and Innovation" where I have broadened my knowledge in Coolhunting, Innovation, Service design and Trend Research.

PERSONAL

Sonia Larrañaga Arcay

+34625258302

sonia.larranaga@outlook.com

<http://sonialarranaga.wixsite.com/portfolio>

EDUCATION

DEGREE ON INDUSTRIAL DESIGN ENGINEERING
UNIVERSIDAD ALFONSO X EL SABIO
(MADRID, SPAIN)
Sep 2011 · Jun 2015

BACHELOR OF MECHANICAL ENGINEERING
WITH SPECIALISATION IN INNOVATION AND PRODUCT DESIGN
VIA UNIVERSITY COLLEGE
(HORSENS, DENMARK)
Aug 2013 · Jan 2014 (Erasmus)

MASTER IN RESEARCH FOR DESIGN AND INNOVATION
ELISAVA Escuela Universitaria de Diseño e Ingeniería de Barcelona
(BARCELONA, SPAIN)
Sep 2015 · Jul 2016
providing current tools related to qualitative and ethnographic research, interdisciplinarity and design thinking geared toward innovation processes applicable to society and industry.
The master's degree is parted in two Postgraduate programs:
-POSTGRADUATE IN COOLHUNTING. DESIGN AND GLOBAL TRENDS
-POSTGRADUATE DIPLOMA IN INNOVATION AND DESIGN THINKING

COMPUTER SKILLS

CAD/CAM/

Catia v5R21
Inventor Fusion 2015
AutoCAD 2017

Graphics Editor

Adobe Illustrator CC
Adobe Photoshop CC

Rendering

Keyshot 6

Others

Mathcad 15
CES EduPack 2013 GRANTA
SketchUp 8
Office suite 2013
Project office 2010
AVS Video Editor 4
Invision
Condor (Big data analysis)



Sonia
Larrañaga Arcay

EXPERIENCE

  amsterdam

Airport Waiting Experiences in the light of the smart city

(Feb 2016 · Jul 2016) Research project
- Identification of the most negative part of the experience at the airport

Tools used:

- Personas
- Customer journey maps
- Stakeholders map & value map
- Interviews
- Co-creation sessions
- Emotional Journey
- Moodboard
- Blueprint
- Surveys
- Cognitive maps
- Prototyping
- PoV
- Research collage
- AOKI method

 reimagine
food

Food Biohacking Research Project

(Sep 2015 · Feb 2016) Research project
- Identification of the top 10 Food Biohacking Trends in Europe
- Nethunting, Streethunting and Social Network Analysis
- Qualitative Research
- Analysis
- Development of Scenarios and Opportunities

 TECNIBERIA

R&D Intern

(March - May 2015) Internship
at "Tecniberia, Spanish Association of Engineering, Consulting and Technical Services"

VOLUNTEERING

AEGEE (Feb 2016- Now)
AEGEE is a non-governmental, politically independent, and non-profit student organisation that promotes cooperation, communication and integration amongst young people in Europe.

ESN (Erasmus Student Network) (Sep 2014- Jan 2016)
ESN is a non-profit international student organisation which mission is to represent international students, thus provide opportunities for cultural understanding and self-development under the principle of Students Helping Students.

LANGUAGE

	A1	C2
Spanish	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■
English	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■
Portuguese	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■
Galician	■ ■ ■ ■ ■ ■ ■ ■	■ ■ ■ ■ ■ ■ ■ ■