

JOSÉ ANTONIO ÁVILA PEREDA



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LANGUAGES

Spanish: Mother tongue
English: Advanced (C2)

TOOLS

Office: Google Suite,
Microsoft Office,
Microsoft Teams,
ChatGPT, Claude,
Keynote.

Collaboration: Jira,
Asana, Trello, Airtable,
Notion, and more.

Design: Miro, Figma,
Adobe

AI: ChatGPT, Claude,
Perplexity, and
experimenting constantly.

EXPERIENCE

Senior Strategic Designer, VML—The Cocktail (WPP) — 2021-NOW

Embedded in Iberia as part of the Innovation Team from 2025-2026, defined the vision for the new Integrated Operation Control Center (iOCC), structured a framework to strategise around NPS Drivers for the most relevant routes, redefined customer experience for the self servicing journeys for the whole omni-channel system.

Embedded in BBVA's Design Discipline Team to support leadership, transformation, and strategic execution from 2021–2024. Co-shaped the design team strategy, agenda and OKRs, and set up recurring ceremonies for the 135 FTE Spanish design team across specialties and cross-functional stakeholders. Translated methods into playbooks, templates and documentation to improve alignment, consistency, and operational clarity across teams.

Co-led internal transformation projects with leadership stakeholders to implement: data-informed ways of working, define and design core products vision and feature set, and the new brand repositioning strategy and frameworks. Strengthened collaboration models across disciplines and supported external projects by orchestrating new value propositions in collaboration with business, marketing, technology, legal and design teams.

Led the Strategic Foresight & Futures Design capability, promoting foresight as an applied strategic practice. Co-designed internal frameworks, commercial proposals, learning programs, and enablement materials. Developed reports, workshops and thought-leadership initiatives and supported Latin American teams in foresight-driven projects. Connected with broader group initiatives such as VML's Future 100 and industry events to expand adoption and awareness of strategic foresight practices.

Worked across strategic design and transformation initiatives for Santander, Ibercaja, HSBC, Iberia, Pepe Jeans and Hackett, supporting stakeholder alignment and translating research and strategy into structured initiatives and operational roadmaps.

Adjunct Professor, IE Instituto de Empresa — 2023- NOW

Advised Bachelor in Design theses end-to-end, supporting students in defining methodologies, structuring projects, and articulating outcomes. Led critique sessions, progress reviews and evaluation panels.

Yunizon - Strategic Design Consultancy – 2019-2021

Co-founded a pop-up initiative during COVID-19 to support SMEs through structured remote programs. Designed and delivered six-session workshop cycles per client focused on opportunity identification, user journeys, and human-centered design training. Helped teams define actionable initiatives and strengthen internal innovation capabilities.

Service Designer, Garaje de Ideas – 2021-2021

Worked as an external consultant for two insurance clients. Facilitated stakeholder kick-off sessions, supported concept development, prototyping and user testing cycles, and delivered validated design proposals. Developed an internal innovation toolkit including workshop guides and practical resources to support consistent delivery practices.

Strategic and Business designer, Nadie, the creative think tank. – 2019-2019

Led brand and strategy development for a home & textiles client.

Conducted qualitative research including interviews, ethnography, trend analysis and persona development. Facilitated co-creation workshops and defined strategic direction. Designed service scripts and supported communication and digital touchpoints to translate strategy into experience.

Freelance: Research, Strategy and Business Design – 2018-2021

Delivered diverse projects across insurance, education, agro-industry, tourism, creative industries and the public sector. Outputs included innovation programs, CX blueprints, product/service specifications, research reports and initiative plans for clients such as Hiscox, Development association of Spain (AECID), Inter-american Development bank (IDB) and the Institute of European Design (IED).

Design Lead, Istituto Europeo di Design – 2014-2018

Established the Strategic Design practice for the Global CEOs Office.

Defined methodologies, developed new service offerings and coordinated international teams. Co-developed research approaches with the IED Research Center and supported internal and external presentations to secure funding and institutional support.

Mentor – Fledge, the conscious company accelerator – 2016-2018

Mentored eight impact startups: HCD training, value-proposition design, experience-mapping, and product audits; set up visual artefacts teams could use as an execution blueprint.

Industrial, Product and Space Design — Ciszak Dalmas — 2013-2017

Design physical products and spaces for retail and office environments. Starting off from sketches, materiality analysis, sustainability cycles, 3d modelling and design for production processes. For clients in luxury retail in fashion, hotel and restaurants, corporate office spaces and public spaces. In some of this projects I incorporated a whole-view approach, bringing in methodologies of customer mapping in order to enhance the design of moments rather than spaces and products alone.

Strategic Designer — Istituto Europeo di Design — 2013

Managed strategic and communication design projects: worked improving the value proposition and comms for the masters of strategic design and innovation as a part time experience after studying a masters degree.

Yacht & Catamaran Designer — Ballota Sud American Cats — 2011-2012

Collaborated with naval engineering teams from concept to production for two 48-ft catamarans (interior architecture and 3D modeling).

EDUCATION

Istituto Europeo di Design, Madrid, Spain

Masters of Design and Innovation, Strategic Design, 2012

Pontificia Universidad Católica del Perú, Lima, Perú

Bachelor in Industrial Design and Fine Arts, 2006-2011

Markham College, Lima, Perú

Kinder to International Baccalaureate (IB) Graduated with Honours, 1992 - 2005

EDUCATION (OTHER)

Design and Sustainability, The Cocktail, 2024

VML Leadership, Management and AI Internal courses – VML – 2021-2025

Product Manager Nanodegree Program, Udacity – 2021

User Experience Nanodegree Program, Udacity – 2021

Creative Business Network - Africa, EU Chapter, CBN – 2020

Design Sprint Facilitator Certificate, AJ & Smart – 2019

SenseMaking Workshop, Humantific, new design strategies – 2012

AbletonLive Basics - Asociación Cultural LaCasalda – 2011

Product Conceptualisation - Matali Crasset – 2010

CAD: Parametric Design, Asociación Cultural LaCasalda – 2010

Fashion Marketing and Merchandising - ModArt – 2007

BURSEN, introduction to stock exchange - Bolsa de Valores – 2007

Product Design and Development for the Textile Industry - Universidad Nacional de Ingeniería, CENCA – 2006