

BIANCA CARAGUE

Social Design & Research

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PROFILE

A designer-researcher whose intersectional focus on design, care & digital technology offers a unique perspective on contemporary culture, mediating people and knowledge across different fields. By using design as a social practice, I invite people into the lived experience of my visions for the future through products, spaces, services and interfaces.

EDUCATION

MA Social Design

Sept 2018- Aug 2020

Design Academy Eindhoven

- Design research, Experience design
- Grade: 20/25

BS Industrial Design

2012-2016

De La Salle - College of Saint Benilde

- Magna cum Laude, GPA of 3.725/4.0
- Received plaque of recognition for having the highest GPA out of 14,000 students.
- Full talent scholar

Interaction Design, Summer School 2015

Copenhagen Institute of Interaction Design

Future Materials Lab, by TomorrowLab

- Rapid prototyping & materials research.

Future Artefacts, by Frog

- Futurecasting & design research.

SKILLS

Interpersonal

- Storytelling
- Persuasion
- Empathy
- Creativity
- Active listening
- Communication
- Social Intelligence
- Problem solving
- Collaboration
- Adaptability

Technical

- UX Design
- Social Design
- Creative Writing
- Video Editing
- Design Research
- Data Storytelling
- Adobe CS
- Microsoft Office
- Invision
- 3D modeling

WORK EXPERIENCE

Associate Researcher for Trends & Social Impact

Apr 2020 - Present, ACIIID, Part-time

- Horizon scanning for design trends through image archiving and mindmapping.
- Research on social impact of design trends through long-form content writing.

Associate Marketing Manager

Jun 2017 - Jul 2018, Sta. Paulina Properties, Part-time

- Designed website and grew social media presence on LinkedIn, Instagram and Facebook for a real estate company.
- Managed online property listings and communicated sale/rental terms with real estate brokers & agents.

Account Manager / Designer

Jan 2017 - Mar 2018, Manolo Living

- Account manager who coordinated between clients, suppliers, manufacturers and design team to effectively deliver projects in interior design and furniture retail.
- Handled budgeting and product pricing for custom furniture.

Project Lead & Service Designer

Aug 2015 - Jan 2018, BentaMobile

- Conducted fieldwork, stakeholder workshops and user tests, gathering qualitative and quantitative data to develop insights on formalizing and digitizing businesses of illegal street vendors.
- Piloted a multidisciplinary team of designers, businesspeople, marketers and app developers to develop a mobile app and social business ecosystem.
- Designed UI & UX of mobile food delivery app using qualitative and quantitative data insights, presenting output to stakeholders.
- Co-created a social enterprise for and with multiple stakeholders, specifically informal street vendors and their local government.

Design Associate

Jan 2015 - Mar 2017, Rastrullo Design Studio, Internship

- Designed furniture pieces which were produced and sold to clients.
- Assisted with exhibition installations and production.

Freelancer, Retail Design & Events Styling

2012 - 2018, Self-employed, Part-time

- Designed and oversaw production and installation of event decorations and visual merchandising for restaurants and fashion stores.

LANGUAGES



RECENT PROJECTS

Bump Galaxy

2020 - present, Design Academy Eindhoven

- The project aims to deinstitutionalize healthcare and blur the lines between care giver and care receiver through game world (virtual) therapy.
- Facilitated collaboration between game developers, care practitioners and regular gamers to visualize psychology concepts onto a video game landscape to build a virtual world and community for mental health where the aesthetics and mechanics led to an intimate, social healing user experience.
- Grew an online community for mental health through social media, professional networking, events planning and collaborations with independent internet brands and collectives
- Developed collaborative game-specific therapies for conventional and alternative mental health & wellness practitioners.
- Organized a monthly virtual wellness event in collaboration with various mental health practitioners.

Virtual Design Week

Apr - Aug 2020, ACI IID

- Strategized and organized first online design festival solely focused on designs made using virtual mediums to be consumed in the virtual space; Communicated the event agenda and strategies across the company to ensure all collaterals are well-aligned.

TRAINING

- **Evaluating Multiple Capitals for Tackling Complex Challenges**, Complexity University, 2020
- **The Science of Wellbeing by Yale**, Coursera, 2020
- **Visual Perception and the Brain by Duke University**, Coursera, 2018
- **The Brain & Space by Duke University**, Coursera, 2018
- **Data Storytelling for Business**, DataSeer, 2017
- **Design Thinking Workshop**, Tandemic, 2016
- **Digital Marketer Acceleration Program**, International Institute of Digital Marketing, 2016
- **User Experience & Rapid Prototyping**, Axure, 2016

TALKS & WORKSHOPS

What is 'Social Design'

July 2019, Taguig Univeristy PH

Gave a talk for the university faculty addressing design education's social and political responsibilities.

Design Thinking for Disaster Preparedness

Sept 2016, Ateneo de Naga, Naga City, PH

Assisted in facilitating a university workshop on human-centered design for innovative products geared towards disaster preparedness.

HONORS & AWARDS

First Prize - Cisco Meet & Work in VR

May 2018

Designed a virtual reality experience for multi-dimensional communication among stakeholders in construction projects for an interaction design competition by Domus Academy in partnership with Cisco.

Semi-Finalist

Benilde Prize : Social Innovation for Inclusion

Mar 2015

Semi-finalist in national social innovation competition for developing a social business model and sugarcane dental kit which addressed issues of waste management in the sugarcane industry and poverty in rural areas.

HOBBIES & EXTRACURRICULARS



Diving



Capoeira



Blogging



Design Collective



Entomophagy



Natural Healer



Meditation Coach

WEBSITES

<https://bianca-carague.com/>

<https://bumpgalaxy.com/>