

# RESEARCH, DESIGN, CONSULTING in

+ EXPERIENCE  
+ SERVICE  
+ BRAND  
+ PROCESS  
INNOVATION



# MIRA JOÓ

## BUSINESS DESIGNER

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Thalwil, Switzerland

### My Skillset

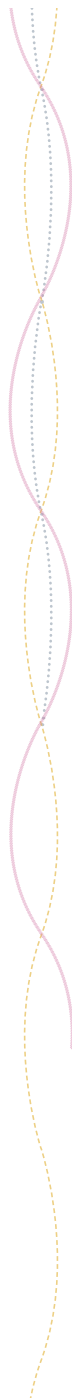
Business Design  
Service Design  
Experience Design  
Business Model Development  
Strategy / Brand Innovation  
Process Innovation  
UX / CX Research  
Customer Insights  
User Research  
Design / Business Research  
Creative Consulting  
Facilitation  
Storyboard, Storytelling  
Workshop Design  
Music Thinking  
Design Thinking

Project Management  
Store Management  
Customer Delight  
Sale  
Interior, Store Design

Product Design  
Ergonomics  
Marketing  
Sound Design  
Digital, Web, UI Design  
Graphic, Visual Design

ENG   
GER   
HUN mother tongue

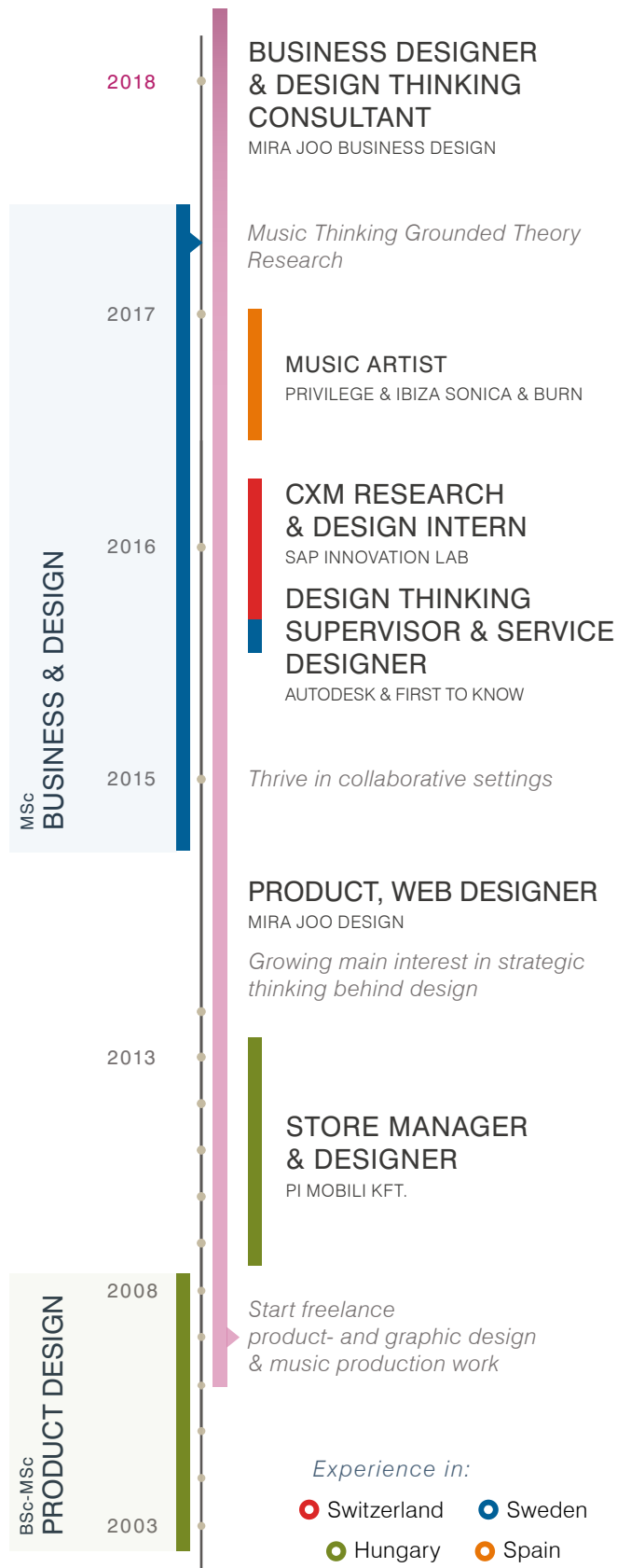
### My Mindset



RESEARCH + INNOVATION

BUSINESS + ENTREPRENEURSHIP

DESIGN



## professional experience

### BUSINESS DESIGNER, RESEARCHER:

Researching, designing business development including service, user experience and competition, product or related scientific research; identifying challenges and opportunities; defining product or service; innovating brand, strategy and problem-solving mechanisms and organizational processes. Providing creative consulting services and crafting and delivering strategic solutions:

#### Design Thinking Innovation - Problem Solving

**Consultant**, IT Services Hungary, 2017/07 - 09

I helped to articulate and design a solution process for a business challenge and, at the same time, to give an introduction to design thinking methodology through their business case.

#### Customer Experience Management (CXM) Researcher & Workshop Designer Intern, SAP Innovation Center, St. Gallen, Switzerland, 2015/09 - 2016/03

My main tasks were implementing a broad industry research and scanning customer needs and future scenarios in the CXM field, then developing a great part of a complex model of experience factors and designing workshops on CXM and its corresponding materials. -> *Description and video presentation of my internship work*

#### Design Thinking Creative Supervisor / Service Designer, The Summer ( ) SPACE Project of Autodesk & Familjebostäder & First To Know, Gothenburg, Sweden, 2015/06 - 08

The project, running from June to August, was the pilot version of a big concept called *The ( ) SPACE* which is dedicated to encouraging social development processes. The core idea is to involve high school students in solving business problems through elaborating and designing solutions for related social problems. They are inspired by collaborating with high level business professionals and transfer different perspectives to each other.

### ENTREPRENEUR IN DESIGN & MUSIC:

**Founder, manager, artist and designer** of product & graphic design and e-music firm from 2011. Main clients: Nike, Playersroom, Fligby, Desma (University of Gothenborg), Coca-Cola, Monster Energy, IT Services Hungary (T-Systems). *businessdesign.mirajoo.com, designthinking.hu, music.mirajoo.com*

### STORE MANAGER:

**Store Manager & Designer** Pi Mobili, Hungary, 2008/09 - 2013/02. Furniture store management including strategy planning, campaign design, action planning, portfolio and price management, logistics, sale, customer relations and service, exhibition design, organization and management, interior and visual design.

*I'm keen on researching, analyzing and understanding experience, relationships and cause and effect phenomena and design solutions. I'm passionate about solving wicked problems in business and society. My skillset is based on design thinking and music thinking, which I use to explore complexity, map patterns and relations and identify opportunities. I'm committed to creating meaningful and humanity-centered solutions with the collaboration of strategy, service, experience and visual design.*

## education

**BUSINESS & DESIGN MSc**, HDK, Academy of Design and Crafts & Business, Economics and Law at University of Göteborg, Sweden, 2014/09 - 2017/06  
2-year highly experimental collaborative programme between School of Design and Crafts (HDK) and School of Business Economics and Law connected to real implementation projects. The main purpose of the programme is to explore how design approach can contribute to innovation capability. In close cooperation with companies and organizations, we designed social, corporate, societal and organisational development solutions where design is used as a driver and coordinator in the innovation and change process.  
*Master thesis: A grounded theory study of the musical way of thinking and its potential to bring forth creative innovation. [music-thinking.com](http://music-thinking.com)*

### INDUSTRIAL & PRODUCT DESIGN ENGINEER BSc-MSc

BME, Budapest University of Technology and Economics, Hungary, 2002/09 - 2008/02

The course provides an integrated approach: it covers the whole design process, promotes all aspects of product development including advancing design skills and knowledge by applying systematic theories and methodologies, and by integrating user, ergonomics, engineering, material and production science, sustainability and comprehensive - marketing, management, economics - business aspects.

*Diploma Work: Griff Gentlemen's Fashion Store – Interior & Furniture Design. [Shop Design](#)*

**STORE MANAGER Course**, Tanosveny School, Hungary, Budapest, 2010/05 - 09

**MUSIC TECHNOLOGY Course**, ImPRO School, Hungary, Budapest, 2009/03 - 2009/07