

Manuel Vigo

CERN
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Profile

I focus on driving innovation through design research and strategy. My academic background is in design methodologies, philosophy, and international relations. I'm currently working at IdeaSquare, CERN's innovation lab in Geneva, while finishing my masters thesis. My professional goal is to help organizations innovate through a user-centered approach. I value multidisciplinary and cross-cultural teams and have been fortunate to live and work on 4 continents.



Experience

Design and Innovation Intern, **CERN: The European Organization for Nuclear Research** – September 2017 - Present

- Carrying out user research and co-creation sessions to identify opportunities to increase user-experience within the innovation lab and the CERN community at large.
- Hosting and facilitating Design Thinking and Collaborative Design workshops for multidisciplinary teams.

Marketing & UX Manager , **Latin America For Less** – June 2013 - December 2016

- Leading 9-person digital marketing, content, and web development teams.
- Managed web redesign for PeruForLess.com, overseeing design, user experience, SEO, PPC advertising. Leading to conversion rate improvements of over 59%.
- Analyzing research results and customer feedback to improve user-experience
- Leading development team in design and implementation of new solutions.
- Managed new brand projects, and led the company's winning proposal for PeruDesignNet, a competition honoring innovative ideas.
- Hired and managed external SEO and PPC consultants, and executed strategies.

Writer & Researcher, **Next City** – January – October 2013

- Researched and wrote a weekly article series on Lima's informal economy for The Rockefeller Foundation's Informal City Dialogues.
- Part of Future Scenarios conferences in Lima, helping participants build a framework for understanding the next decades of Lima's growth.



Education

IED Istituto Europeo di Design - Barcelona - Master in Design Management January 2017 - Present
Florida International University - BA. in International Relations and Philosophy 2007 – 2010



Skills

Multimedia editing (Ableton Live, Audacity, Logic Pro, Final Cut Pro); Google Analytics Fundamentals Certificate; advanced SEO knowledge.



Hobbies

I play guitar and enjoy playing and recording music with friends. An avid reader, I enjoy all types of fiction and non-fiction. I think curiosity is my biggest diver, and love learning new things.