

**MANUEL  
VIGO**

**PORTFOLIO**

# BACKGROUND



## DESIGN STRATEGY AND RESEARCH

At university, I pursued a degree in international relations and philosophy. After graduating, my passion for writing led me to a year-long collaboration with The Rockefeller Foundation, where I was focused on researching informal economies. During this project, I was able to see first-hand the power of design thinking and co-creation to generate real and impactful change in the globe.

I then spent over 4 years working in digital marketing, web design strategies, and user experience, as a marketing manager. It was here that I learned to lead innovation projects within a business context, and strengthened my belief that I wanted to keep developing my skills in this field. This led me to pursue a Masters in Design Management at IED Barcelona.

I am currently in Geneva, Switzerland completing an internship at CERN's innovation lab, where I focus not only to apply these innovation processes, but to be an ambassador for the benefits of using these methodologies among groups and people that may not know them.

Through this journey I have been fortunate to live and work on 4 continents, and appreciate the value of working with multidisciplinary and cross-cultural teams to achieve meaningful impact.

# SCIENCE MEETS DESIGN THINKING

## The Challenge

We were asked to look at how we might foster the interaction between the scientific community and innovators within CERN, the European Organization for Nuclear Research.

## My Role:

I was part of a 9-person team that worked at IdeaSquare, CERN's innovation hub. After our initial research, I was invited back for a 2-month internship, to continue research, prototyping and implementation.



## The Process

We carried out on-site user research, user interviews with key stakeholders, and user case mapping, to understand needs, pain points, and opportunities. We also hosted a co-creation session with key users within the CERN community, and led an ideation session with in-house members of IdeaSquare.



## INSIGHTS

### SAME PASSION & CURIOSITY

DESPITE CULTURAL & LANGUAGE BARRIERS, CERN SCIENTISTS SHARE A MOTIVATION FOR TEACHING AND SHARING.

### P2P COMMUNICATION

PROJECTS AND IDEAS AT CERN ARE COMPLEX, PROJECT COORDINATION REQUIRES MANY FACE-TO-FACE MEETINGS TO CONVEY, UNDERSTAND, AND DECIDE. MORE SO THAN IN OTHER ORGANIZATIONS OF THIS SIZE. WEEKLY KICKOFF MEETINGS OF 30+ PEOPLE ARE THE NORM.

### SPACE DOES NOT COMMUNICATE OFFERINGS

DURING OUR CO-CREATION, WE OBSERVED THAT THE IDEASQUARE BUILDING WAS DISORIENTING TO USERS, AND DID NOT CONVEY HOW TO USE THE SPACE. WE OFTEN HEARD FROM USERS THAT THEY DID NOT KNOW WHAT WAS ALLOWED IN THE SPACE.

# THE FUTURE OF MEETINGS



## The Challenge

Konica Minolta's UK Business Innovation Center asked us to look into the design principles that would shape the future of meetings.

## My Role

I was part of a 3-person team that covered all aspects of the design research process, including carrying out trends and user research, insight mapping, ideation, co-creation, and prototyping.





# METHODOLOGY

Searching multiple trends that have relevance to the meeting experience brought information that we were able to capture, cluster and used to get insights. With this information we were able to identify the needs and pain points of knowledge workers and study their current experience before, during and after a meeting.

01

TRENDS + RESEARCH



**6 knowledge workers** were asked to be part of a co-creation session to help us validate and prioritize our insights. A **2 hour working session** including **lego serious play**, **hybrid thinking** games and poster drawing provided us with creative information and ideas to proceed with our ideation process.

03

CO-CREATION SESSION



We approached knowledge workers to test our ideas through message maps, also bodystorming and role-playing scenarios and use cases to delve further into the concept.

05

PROTOTYPING + TESTING



02

INTERVIEWS

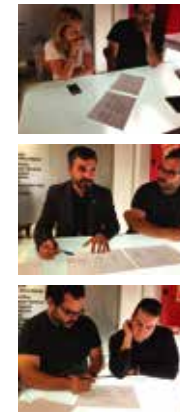
**12 interviews** were done both face-to-face and virtually with selected knowledge workers from Barcelona as well as business owners and managers from Peru, Argentina & the Philippines. These interviews provided us with several insights to support details on how they go through their meeting experiences.



04

PROBLEM MAPPING

We mapped out all our insights to provide direction into our ideas, considering how the insights found would highly or less likely be solvable with technology



06

VIDEO PROTOTYPE

We decided to portray the key use cases in a video prototype using stop motion to show how our concept works and interacts in the future meeting experience.



# THE RESULTS

We delivered a set of guiding design principles to be used in Konica Minolta's new workplace hub platform. Through these design principles we envisioned a concept for the future of collaborative meetings, that involved developing sensing and projection technologies, that have the power for new kinds of interactions and collaborations.

We presented our research to Konica Minolta's Business Innovation Center - London.



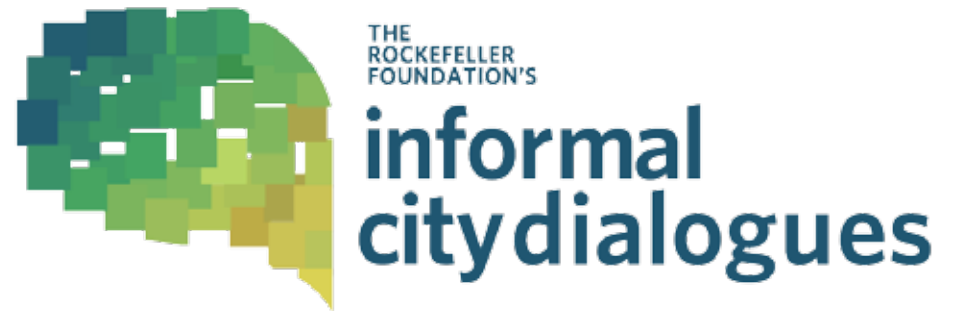
# THE FUTURE OF CITIES

## The Challenge

The Informal City Dialogues was a year-long project by the Rockefeller Foundation. It aimed to foster a conversation about the informal urban realm, and how it can be cultivated and harnessed for the benefit of all.

## My Role

I was one of 6 writers/researchers around the globe, documenting stories in Lima, Peru. I researched and documented unique stories in Lima, wrote a weekly blog post, and a feature story. I was also involved in the future scenarios workshops, hosted by Forum for the Future, where participants co-created a vision for the future of cities.





# THE RESULTS

The Informal City Dialogues was published on Next City. The project started a local and global conversation on the role of informality in building inclusive and resilient cities. More than 600 people were involved in the project including local government officials, community leaders, bankers, academics, writers, artists, and many others.

The futures scenarios produced real innovations, put forward with funding from the Rockefeller Foundation. All six cities' innovations received full grants, and are being developed.

All 6 city representatives were invited to be panelists in the University of Pennsylvania's Sustainability in Practice course.



# THANK YOU!

I look forward to hearing back from you.



[manuel.vigo@gmail.com](mailto:manuel.vigo@gmail.com)



[www.manuelvigo.com](http://www.manuelvigo.com)