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To the BCGer receiving this message,

I am a practicing software designer currently based in New York City. At the time of this writing, I will have been running a consulting/contract-based design business (an LLC) for around a year or so.

I've worked with a variety of companies of varying scales and contexts: Research and Development at Airbnb's skunkworks department, a cryptocurrency startup based in Brooklyn's New Lab, a small constellation of small-team projects located around the country and in locations like London and Berlin, and various others.

Running a small business and learning the ins-and-outs of product management and business administration have been amazing, and without a doubt I have learned so much in the last year.

I see this recent and ongoing journey as the culmination of previous experiences I've had: First at IBM, a behemoth company I joined right out of school, to Tumblr, a medium-sized social technology company I navigated various aspects of.

Throughout my career, I've been invested in organizational growth and the integration of teams across space, time, the "social", and various other dimensions. Recently I've been coming to the realization that as a product-oriented designer, there's only so much one can do regarding the actual structuring and reconfiguration of "the organization".

I've been integrating myself in various academic movements in New York and have come to think of myself as an "infrastructure designer", or someone who is really interested in the underlying systems that impress themselves upon the visible or actually-felt reality that people engage with every day.

At my most ideal, I'd like to think that infrastructure is the crystalized form of "support systems" that people construct for one another, and so I hope some day to enact a very real personal practice around the notion of "infrastructure design".

I mention this background information because in recent times I find myself thinking that organizations involved in direct organizational change management, like BCG, are some of the best places to learn how to design infrastructure and develop strategies around the ways people might interface with things as large and incomprehensible as "infrastructure". I'd be an excellent fit as a consultant at BCG precisely because I deeply and earnestly believe the power of beautiful and legible infrastructure can make the world itself (its information, its resources, etc.) more accessible to people all over the world.

Best, 