

Manrique García Pérez

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<https://www.manraik.com/>

SUMMARY

I am passionate about strategic design that helps organizations work with confidence and rigor, creating and improving their value proposal through design.

I have not stopped counting the years I have spent in the innovation sector throughout the 21st century. I have worked for BBVA and in different consulting companies during this time. I helped them approach research and design by always thinking about the human factor in technology.

I am curious to know more and more, to learn, and to put my knowledge into practice.

EXPERIENCE

Design Research, Customer experience & Marketing

2020-NOW

Freelance. I have a proven track record in the field of User Experience Design and a diverse set of skills that include:

- Design Research
- Service Design
- Strategic Design
- UX
- Behavioral Economics
- Content Strategy
- Experience Design
- Future State Concepts
- SEO-SEM
- Visual Design
- Web Analytics

everis / Chazz - Head of Research

2019-2020

My role is conduct social research to breed great design. Investigate human experience and behavior, dream up new ways to spark and distill insight, and inspire teams and clients to address people's needs through amazing design. Clients:

- AIG.
- VidaCaixa.
- Axpo.
- Uniqlo.

BBVA - Global Head of Design Research - Global Design Lead at Advisory Board

2012 – 2019

I set up the renowned Design Research Department in order to cater for the increasing demand of digital design within BBVA. This involved building a cutting-edge laboratory in order to observe and understand the needs of both customers and non-customers in a controlled environment.

- BBVA.es (Web & Native App)
- BBVA Branch Desktop
- BBVA Contact Center
- BBVA GLOMO (Global Mobile Retail and Private Banking App)
- BBVA net cash (Business Online Banking)
- BBVA Ventures (Digital Life Advisor, Direct Debit, Nimble, etc.)
- BBVA Wallet
- Smart Decision Making
- SmartPay
- TCR

At the same time, I am managing a design team of fifteen designers that are distributed throughout three countries (México, Spain, and Turkey), as well as collaborating with some of the best national (Designit, Direction, Fjord, etc.) and international (Continuum, IDEO, Happy Cog, etc.) agencies in the field”.

BBVA - Research & Design Lead

2001 – 2012

My role as Research & Design Lead involved overseeing the information, interaction, and visual design of the following strategic projects:

- BBVA.com
- BBVA.es
- BBVA Asset Management
- BBVA ATM (MIMO, ABIL, etc.)
- BBVA Bancomer (Consumer Online Banking)
- BBVA Compass (Consumer Online Banking)
- BBVA Lola (Virtual assistant)
- BBVA net cash (Business Online Banking)

- Financial Health
- Personal Financial Management

Pixel Park – Head of UX Research & Marketing Online 2000 – 2001

My responsibilities included:

- Market Research applied to all interactive products
- Strategic Consultant

Blue C – Head of UX Research 1998 – 2000

My responsibilities included:

- Market research applied to interactive products
- Strategic Consultant

Grupo Anaya – Photographer & Graphic Editor 1996 – 1998

My responsibilities included:

- Photographer & Photojournalist
- Cataloguing and editing

EDUCATION

Training in Gestalt therapy.

2020 – 2023

Escuela Madrileña de Terapia Gestalt (EMTG)

Active listening

2017- 2019

Antonio Guijarro

Doctorate Courses in Information Society Program

2002 – 2005

Universidad Pontificia de Salamanca

Specialist Techniques Applied Social Research and Data Analysis

2000 – 2001

Centro de Estudios Sociológicos (CIS)

“Praxis”. Sociology of Consumption and Market Research

1993 – 1995

Universidad Complutense de Madrid

Art & Photography (Non-Degree)

1993 – 1995

Cleveland Institute of Art

Degree in Sociology – Social Psychology

1988 – 1993

Universidad Complutense de Madrid

LANGUAGES

English

Full professional proficiency.

OTHER ACTIVITIES

- Associate Professor (Universidad Politécnica of Valencia, Miami Ad Scholl, and ICEMD.).
- Conferences (Artifact, An Event Apart, and UX Spain.)

PORTFOLIO AND PERSONAL WEBSITE

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