



Service designer with a background of 7 years in this discipline and 8 additional ones in user experience and design research. Used to planning and leading complex services design projects for large organizations, in regulated environments and with traditional working cultures.

Passionate about understanding how people think and behave, creating participatory environments and bringing projects to implementation through prototyping.

With one foot in the academy, speaking at a few conferences per year and hosting some events to help define and disseminate service design.

Itziar Pobes Gamarra

Service designer

Experience

Service Designer & Project Brain @ We Question Our Project, Barcelona
[2013 to current]

Project and team management at one of the pioneering service design studios in Barcelona. Long and short-term projects with variable complexity for administrations, foundations and companies related to health, aging, mobility, tourism or education.

Eco-design strategist, UX and content designer @ Greening, Barcelona
[2007 to 2014]

Multi-channel projects in a design and communication studio specializing in environmental communication and education for local administrations and companies that manage the urban environment –water, waste and energy.

UX and content designer @ Swing, Barcelona [2004 to 2007]

Digital and multi-channel projects for small and medium-sized businesses in hotels, e-commerce, architecture, fashion and various industries.

Academic experience

Coordinator of MA in Service Design @ Istituto Europeo di Design, Barcelona
[2019 to current]

Creation and coordination of the first master's degree in city services design, which will be held as of January 2020.

Lecturer @ Bau Design School and Istituto Europeo di Design, Barcelona [2014 to current]

Courses on Service Prototyping, Business Design, Co-creation and Participatory Design, and introduction to service design or design thinking in several masters and summer courses

Visiting lecturer at several universities and business schools, such as IESE and University of San Francisco de Quito in Ecuador [2015 to current]

Trainer at the in-house training services of the Barcelona City Council and Barcelona County

Introductory courses on service design and design thinking for public workers and public executives

Public speaking

Speaker at multiple local and international conferences, such as Service Design in Government [2014-2019], Service Design Network Conference [2019], Agile Spain Conference [2014 and 2018], UX Spain [2017] or GIGAPP [2014 and 2015]

Published work

"Opportunities for innovation in patient experience". Pobes i Garcia. In *This is Service Design Doing. Applying Service Design Thinking in the Real World. A Practitioner's Handbook*. Stickdorn, Lawrence, Horness & Schneider. 2018. O'Reilly Media

Abordar problemas malditos con ayuda del diseño de servicios. Pobes, Palomar & Garcia. *VI Congreso Internacional en Gobierno, Administración y Políticas Públicas*. GIGAPP IUIOG. Sept. 29th to Oct. 2nd, 2015

Barcelona GovJam, 48 horas para co-crear servicios públicos. Pobes, Palomar i Garcia. *Congreso Internacional en Gobierno, Administración y Políticas Públicas*. GIGAPP- IUIOG. 2 Sept. 29th to Oct. 1st, 2014

"Laboratorio de innovación social". Pobes, Garcia, Ospina and Muñoz. In *Armas de construcción masiva. Manual de diseño social 1.0*. Hidalgo. 2012.

Education

MBA in Service Design and Innovation @ Laurea University of Applied Sciences in Helsinki, Finland [2013 to current]

Postgraduate degree in Innovation and Design Thinking @ Elisava Barcelona School of Design and Engineering [2012]

Bachelor's degree in Translation and Interpreting @ Universitat Autònoma de Barcelona [2000 to 2002]

Bachelor's degree in Philosophy @ University of Deusto in Bilbao [1996 to 1999]