

# About the author

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Ricardo Mejia (February 4, 1975) is an industrial designer (1994 - 1999) and engineer (1992 - 2002). He earned a Master of Science in Strategic Product Design (2007 - 2009) from Delft University of Technology in the Netherlands with distinction (*cum laude*) founded by the scholarship AlBan from the European Union. He is an advisor and consultant on design-driven innovation with over fifteen years of experience working with private companies, local and national governments, non-profit organizations, solidarity institutions, and communities across Europe and Latin America and the Caribbean.

Ricardo led the National Design Program within the Ministry of Commerce, Industry and Tourism in Colombia. This included the development of a strategic plan to create a “design culture” in Colombia that would help bridge the gap between professional designers and the productive sector. He helped define policies for the design and implementation of “design thinking” in SMEs.

He also has experience as an educator at different universities, a lecturer in more than fifty places around the world, and an author of several publications, including several books and articles about design and innovation.

As a doctoral fellow of the ID·Studio·Lab at the Delft University of Technology, supported by a full scholarship from Colciencias (the Administrative Department of Science, Technology and Innovation of Colombia), he experimented with how to make and share vision concepts, commonly known as concept cars in the automotive industry, to explore and communicate the future of smaller players —<http://dive.pktweb.com/>—.

Ricardo understands design to be a powerful mechanism to help people dream and build their own future. He firmly believes in design as a driver of change, one that leads to a free and fair society. Full profile <https://www.linkedin.com/in/ricardomejia/>

# Author's publications

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- Mejia, J. R., Chitiva, A., van Bruinessen, T., & Verhoeff, W. (2018). DIVE in SMEs: a design-led technique to explore product and service futures. In *Touchpoint, The Journal of Service Design*, 10(2), pp. 56–61.