



Fausto

Camacho Llorens

**Anthropologist | Facilitator
User Researcher | Design
Strategist | Service Designer**

About me

UX Researcher with 10+ years of experience helping organizations navigate complexity through **strategic design**, qualitative research, and **facilitation**. With a background in **anthropology**, I transform human insights into grounded strategies, meaningful services, and shared visions.

Experienced leading research initiatives, **co-creation** workshops, and multidisciplinary projects across consultancy, in-house, and client environments. Skilled at aligning stakeholders, connecting strategy with implementation, and fostering **collaborative** and reflective design cultures.

Languages

English - C1
Spanish - Native
Catalan - Native

Contact

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Portfolio ➡ <https://citizenfausto.framer.website/home>

Experience

UX Researcher and Strategic Designer at Tacktell | 2024 - Present

Orchestrated strategic design initiatives by synthesizing human insights with business goals to drive service innovation. Facilitated stakeholder alignment across diverse industries to reimagine customer experiences. Executed product analysis to identify friction points.

Freelance UX Researcher & Service Design Consultant | 2023 - Present

Pioneered qualitative and cultural research to decode emerging behaviors and trends. Partnered with clients in rethinking services and experiences by integrating research and strategic insight.

Head of UX Research at Interactius | 2019 - 2023

Led end-to-end research and service design projects, integrating qualitative and quantitative analysis to inform product and service strategies. Mentored and scaled a team of 10 researchers and service designers.

Service Design Lead at Habitat | 2018 - 2019

Defined innovative services grounded in human-centered behaviors, bridging the gap between users needs and technical feasibility. Managed a team of 7 designers, ensuring cross-functional collaboration from discovery to prototyping.

Senior UX Researcher & Service Designer at Isobar | 2015 - 2018

Executed comprehensive stakeholder and user research to guide the lifecycle of digital products from initial concept to delivery. Synthesized mixed-methods data into actionable artifacts, such as service blueprints and behavioral personas.

Findasense Digital Consultancy | 2008 - 2014

Country Manager | 2013 - 2014

Directed projects and business expansion in Argentina.

Head of Digital Consultancy | 2009 - 2013

Led international digital consultancy operations with a multidisciplinary team. Managed research projects, online reputation strategies, and Omnichannel digital strategies.





Speaking, Teaching & Facilitation Experience | 2014 - Present

Public Speaker: Guest at UXcon Donosti 2025, Experience Fighters 2017, and Think Shower 2016.

Lego® Serious Play®: Facilitated strategic workshops for Banco Santander, EduCaixa, Beeva, and Teamlabs.

Lecturer: Led research and co-creation training at Universidad Carlos III and ICADE.

Selected Clients

Worked with leading organizations including Bankinter, Ibercaja, Inditex, Bershka, Mahou, Coca-Cola, Alliance Healthcare, Alphega, Servei Català de la Salut, Universidad Camilo José Cela, EITB, Docs Barcelona, Logalty, Wolters Kluwer, Aigües de Barcelona and Fundació Alicia.

Skills & Tools

Research methods

In-depth interviews, ethnographic studies, diary studies, shadowing, concept testing, user journey mapping, thematic analysis, persona creation, surveys, usability testing, card sorting, tree testing, first-click testing, five-second testing.

Facilitation

Co-creation sessions, ideation workshops, prioritization exercises and strategic alignment workshops.

Strategy

Problem framing, opportunity mapping, futures thinking, scenario development and service blueprints.

Soft skills

Skilled communicator and empathetic person; experienced in leading multidisciplinary teams and cultivating inclusive, creative environments.

Tools

Miro, FigJam, Figma, Dovetail, Lookback, Maze, Notion, Jira, Confluence, Power BI

Education

Social and Cultural Anthropology | University of Barcelona

Postgraduate Chief Learning Officer | Teamlabs & Mondragón Unibertsitatea.

Postgraduate in Neuromarketing | University of Barcelona (IL3).

Certifications

Facilitation & Collaboration

Certified LEGO® Serious Play® Facilitator | Rasmussen Consulting.

Facilitation Deep Dive | This is Service Design Doing.

Design Thinking & Innovation Bootcamp | Miami Ad School

Service Design & Strategy

Service Design Executive School | This is Service Design Doing.

Human-Centered Strategy Certificate | IDEO U.

Journey Management | This is Service Design Doing

Systems Thinking & Foresight

Human-Centered Systems Thinking | IDEO U.

Foresight Accelerator Program | The Futures School

Bootcamp Diseño de Futuros | Tecnológico de Monterrey