

JULIO CESAR CORRALES ARDILES

Milan, Italy | +39 352 0222812 | jcorralesa@pucp.edu.pe

Portfolio: <https://jcorralesa.framer.ai/> LinkedIn: <https://www.linkedin.com/in/jcorralesa99/>

PROFESSIONAL PROFILE

Strategic Designer with foundations in industrial design and international experience across Lima, Prague, and Milan — currently completing a Master in Strategic Design at Politecnico di Milano. I argue which problem is worth solving before deciding how to solve it. I work at the intersection of systems thinking, organizational strategy, and design research — facilitating strategic workshops, leading multidisciplinary teams, and producing design decisions that hold up when questioned.

WORK EXPERIENCE

REBOOT LABORATORIO DE INNOVACIÓN | Lima, Peru **Innovation Coach & Workshop Facilitator (Freelance)** | November 2025 – December 2025

- **Corporate Facilitation:** Co-facilitated Design Thinking training sessions for Pacífico Salud teams, ensuring correct adoption of agile methodologies in high-demand environments.
- **Team Mentoring:** Supported multidisciplinary teams in solving complex challenges, providing real-time coaching feedback to unlock conceptual blockers and maintain focus on goals.
- **Dynamics Management:** Supervised timing and deliverable quality throughout hands-on activities, ensuring a smooth and coherent learning experience.

REBOOT LABORATORIO DE INNOVACIÓN | Lima, Peru **Design Researcher** | October 2025 – November 2025

- **B2B Qualitative Research:** Conducted fieldwork through in-depth interviews with 12 key users for a major energy sector contributor, diagnosing friction points in their service model.
- **Insight Extraction:** Analyzed and synthesized complex data to develop user profiles and archetypes that grounded the company's new communication strategy.
- **Stakeholder Presentation:** Prepared and delivered the final findings report to senior leadership, translating research insights into strategic design and business recommendations.
- **Experience Visualization:** Developed detailed Journey Maps to identify improvement opportunities at critical touchpoints between the client and their users.

TOULOUSE LAUTREC | Lima, Peru **Design Instructor (Part-Time)** | August 2025 – Present

- **Learning Management:** Teach design courses integrating real-world industry cases to close the gap between academia and professional practice.
- **Pedagogical Innovation:** Implement Human Centered Design-based classroom dynamics to enhance active participation and the development of soft skills.
- **Assessment & Mentoring:** Guide complex creative processes, providing technical and strategic feedback that elevates the quality of student portfolios.

SOCIONATURAL (LDI) | Remote, Peru **Design Research Lead** | August 2025 – Present

- Led the research team for competitive grant applications, managing resources and methodological focus.
- Coordinated lectures at universities such as UTEC to disseminate research on Critical Interplanetary Design.
- Collaborated with Tecnológico de Monterrey, where Architecture students applied our framework in design projects.

BENERTEC SAC | Lima, Peru **Presentation Specialist & Industrial Designer** | September 2024 – June 2025

- Advised senior leadership on visual strategy, developing high-impact B2B presentations for industrial audiences.
- Led the design and prototyping of digital features to increase customer engagement.
- Implemented DFM (Design for Manufacturing) solutions across 700+ metal products, optimizing manufacturability and costs.

DESPIERTA GALERÍA SAC | Lima, Peru **Industrial Designer** | March 2024 – September 2024

- Led qualitative and quantitative research to understand user motivations and friction points (User Research).
- Prepared analytical reports and executive presentations for stakeholders, translating insights into design opportunities.
- Conducted benchmarking and trend analysis to identify innovation references.

- Optimized production processes, achieving a 30% reduction in packaging costs.

AXIS PUCP | Caral, Peru **Design Researcher** | October 2023 – November 2023

- Assessed the operational capacity of a rural artisan workshop, generating a strategic diagnosis to optimize processes.
- Led the co-design of a pilot product line using participatory methodologies.

AGP PERÚ | Lima, Peru **R&D — Active CAD Designer** | March 2022 – February 2023

- Designed and prototyped product solutions in collaboration with engineering and marketing teams.
- Conducted environmental impact assessments, achieving a 15% reduction in carbon emissions in selected projects.

EDUCATION

PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ (PUCP) | Lima, Peru **Bachelor of Arts and Design, Major in Industrial Design** | 2023

- Achievement: Historical Top 10% (Top 10.79% of all students in the faculty's history).
- Adolfo Winternitz Award for Academic Excellence (2020).

ACADEMY OF ARTS, ARCHITECTURE & DESIGN IN PRAGUE (UMPRUM) | Prague, Czech Republic **Academic Exchange in Product Design** | February 2023 – June 2023

POLIDESIGN — POLITECNICO DI MILANO | Milan, Italy **Master in Strategic Design (MDS29)** | April 2026 – April 2027

- Focus areas: Innovation Management, Business Strategy, Futures Methodology, Meaning-Driven Design.

SKILLS & COMPETENCIES

Teaching & Methodologies: Design Thinking, Human Centered Design, Workshop Facilitation, Mentoring, Active Learning, Classroom Management, Constructive Feedback.

Digital Tools & Design: Figma (Advanced), Sketch, Rhinoceros 3D, Blender, Autodesk Inventor, Rapid Prototyping, 3D Printing, Generative AI (ChatGPT, Gemini, ClaudeAI, V0), Miro, Notion.

Research & Strategy: Qualitative Research (User Research), Usability Testing (User Testing), In-Depth Interviews, Heuristic Analysis, Benchmarking, Experience Mapping (Customer Journey Map).

Languages: Spanish (Native), English (Advanced), Italian (Intermediate).

ACADEMIC PROJECTS & PUBLICATIONS

- **Publication: Leticia pa' arriba (2024).**
 - Authors: Campos Toscano, A. A., Chamorro Morán, F., Corrales Ardiles, J. C., Ferrer Torres, J. C., et al.
 - Source: PUCP Institutional Repository.
 - Link: <https://repositorio.pucp.edu.pe/index/handle/123456789/202641>
 - Description: Academic research and social design project focused on the Leticia community (Cerro San Cristóbal), integrating participatory methodologies and sustainable urban development.
- **Publication: Pluriversality on Earth and Beyond (2024).**
 - Conference: Design Research Society (DRS) Boston.
 - Topic: Opening the field of Critical Interplanetary Design within the design discipline.
 - Link: <https://dl.designresearchsociety.org/cgi/viewcontent.cgi?article=3581&context=drs-conference-papers>
- **Featured Project: Center for Space Systems (C-SET)**
 - Role: Product design and strategy.
 - Achievement: Design of the "Biosoft spacesuit" and development of zero-gravity habitability concepts.
- **Undergraduate Thesis: Anti-stress product kit for reversing self-harmful habits**
 - Institution: Pontificia Universidad Católica del Perú (PUCP).