

# Curriculum Vitae



**José de la O**

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# About:

## Personal Information:

Name: José Rodrigo de la O Campos

Date of Birth: May 10, 1980

Place of Birth: Mexico City

Nationality: Mexican.

Languages: Spanish (Native), English (Advanced)

Country of Residence: México

Trained as an industrial designer with a Master's in Conceptual Design from Design Academy Eindhoven and currently a PhD candidate at RMIT University, de la O is the creative force behind **delaO design studio**. He adopts an epistemological approach to design, studying its role in society and envisioning future possibilities for how technology could impact society.

Currently, de la O serves as a **Design Researcher** at **Tecnológico de Monterrey**, where he focuses on nationwide research projects, collaborating with institutions like the **Politecnico di Torino**, **Centro 32**, an NGO for migrants in Tijuana and global organizations such as the **World Design Organization**. He leads academic and pedagogical initiatives across Mexico through Tec de Monterrey for international exhibitions.

Previously, he was the **Regional Director of the Design Department** in the Mexico City Region at Tec de Monterrey, where he played a crucial role in promoting design literacy and knowledge dissemination within academia and beyond. Through his academic programs, he has collaborated with institutions such as **The Cooper Hewitt Smithsonian Design Museum**, **IKEA's Home Smart division**, **MIRO**, and various NGOs.

As a product designer, de la O has partnered with local and international companies, including **Philips Design** in the Netherlands, **Mater Design** in Denmark, and **Mirai Innovation Lab** in Japan, designing lighting, furniture, and household products while engaging in advanced industrial design.

As Director of **delaO design studio**, he has led Human-Centered Design Research projects with companies such as **Spotify**, **Google**, **Space 10**, **Wellcome Trust**, **Dubai Future Foundation**, and **What Design Can Do**, **TU/Delft**, among others. De la O is a member of **Reach**, a network of design research agencies worldwide, which has provided him with extensive experience working with multicultural teams. In 2022, he was honored as **Designer of the Year by MDF and Rimowa**.

His work has been showcased at The Palm Springs art Museum in the US, the Milan Design Fair, Dutch Design Week, The Future Perfect in New York, the Design Museum in Taipei, the Shanghai Museum of Glass, the Museum für Kunst und Gewerbe in Hamburg, the Museum of Decorative Arts in Berlin, and the Museo de Arte Moderno and Museo Universitario de Arte Contemporáneo in Mexico City.

# Curriculum Vitae

## Experience:

### **Founder and Director of delaO design studio. (November 2010 - Present):**

delaO design studio is an award-winning creative agency specialized in design-driven research. It creates specific solutions allowing each of our clients to generate meaningful relationship with their customers. Founded in 2010 in the Dutch city of Eindhoven and later relocated to Mexico City, delaO design studio works with international companies that want to understand how to align their values with the Mexican market. The studio functions as cultural translators for companies who want to bring people together and fill our lives with art, design, and creativity.

The studio has collaborated with companies like Google, Spotify, WeWork, Adidas, Penord Ricard, Philips Design, Space10 (Ikea), Dubai Future Foundation and Wellcome Trust among others companies and institutions.

For more information

<http://delao.mx/clients>

### **Lecturer, Future Methods, Strategic Foresight Master Program, School of Government and Public Transformation, Tec de Monterrey**

(September 2024-Present)

As a Lecturer at the School of Government at Tecnológico de Monterrey, I teach 'Future Methods' in the Master's program in Strategic Foresight. My role involves guiding master's students across Mexico City, Monterrey, and other locations through remote instruction, equipping them with tools to anticipate and shape future scenarios in diverse contexts.

### **Columnist, Wired en Español**

(September 2024-Present)

I write a monthly opinion column named Manual for the Latin American edition of Wired en Español. The column analyzes the latest emerging technology trends in the Mexican and Latin American context and is published online.

### **Full Time Design Professor & Design Researcher for Strategic Projects at the School for Architecture, Art and Design, Tec de Monterrey, Mexico City Campus.**

(October 2023-Present)

In my role at the School of Architecture, Art, and Design at the Monterrey Institute of Technology, in addition to teaching product design with a focus on contextual design, I am deeply committed to fostering a culture of design literacy and promoting the free flow of knowledge. This position extends beyond traditional educational boundaries, as my initiatives focus on building connections between students and global leaders in design. A key aspect of my responsibilities involves securing and managing budgets to ensure the successful execution of these projects.

Throughout my tenure, I have engaged in collaborations that bridge academia with real-world practices. By partnering with renowned institutions such as Base Milano, the World Design Organization, and the World Design Capital Tijuana/San Diego, I have aimed to highlight the role of design not only as an artistic expression but also as a catalyst for societal transformation. Additionally, I have curated and coordinated exhibitions such as Arqueología Migrante, held at CECUT during

Tijuana Design Week, and later collaborated on another exhibition, Emociones Migrantes, during San Diego Design Week.

### **Regional Director of the Design Department, Tec de Monterrey, Mexico City Region**

(May 2021-October 2023):

As the Regional Director, I was responsible for overseeing the academic program across the three Tec de Monterrey campuses in Mexico City. My responsibilities included recruiting faculty, establishing collaborations with key stakeholders in the national and international design industry, and shaping academic projects. I emphasized building a diverse faculty that brought together top designers and experienced academics, ensuring that a variety of perspectives enriched the educational experience. These academic initiatives aimed to foster critical thinking, self-expression, and advanced technical and communication skills, creating a significant impact on students' academic and professional development.

A critical component of my role involved managing the financial aspects of these projects, ensuring the efficient allocation and optimization of budgets for both local and international endeavors. This required creating a robust structure to secure funding and administer resources effectively, allowing the department to maintain high standards in its academic initiatives and collaborations. This system supported the realization of ambitious projects, from faculty development to student exhibitions at major design platforms like Zona Maco, the Franz Mayer Museum, the Lost Grad Show, Wanted Design in New York City, and BASE at Milan Design Week.

By providing faculty members the freedom to use their classes as experimental labs, I encouraged innovative teaching approaches that might not have been feasible in professional settings. My direction led to remarkable outcomes, including students earning recognition at both local and international levels. The department's success was further underscored by its strong post-graduate employment rates, making it one of the leading design programs in the region.

### **Full time professor of Industrial Design, Tec de Monterrey Campus Mexico City**

(October 2017 - May 2021.)

As an academic at The School of Architecture, Art and Design at the Monterrey Institute of Technology, de la O is constantly contributing to the dissemination of knowledge and design literacy. Through his academic programs, he has collaborated with The Cooper Hewitt Smithsonian Design Museum, Ikea's Home Smart division, and other NGOs and institutions.

### **Academic publications:**

- [THE PREDICTION GENERATOR: A TOOL FOR CREATING MEANINGFUL SPECULATIONS](#)
- [CRITICAL DATA: TEACHING DESIGN THROUGH CRITICAL DESIGN, PHYSICAL COMPUTING, AND DIGITAL DATA](#)
- [APPLYING CRITICAL DESIGN TO COMMUNICATE CULTURAL INSIGHTS EMPATHICALLY: A CASE STUDY](#)
- [TOWARDS A BETTER HUMAN CENTRE DESIGN PRACTICE IN AN ACADEMIC CONTEXT](#)
- [DESIGN IN CONVERSATION: CONVERSATION BETWEEN JOSÉ DE LA O AND RENATA FENTON](#)

**REACH Global Design Research** (August 2018-Present).

Regional Partner Mexico

REACH is a global network of pioneering companies that deliver design research to clients in industry and the non-profit public sectors. Together, we provide two services in particular but many other design and research related services too, all through our global network of currently 12 companies.

**Co-founder of Cooperativa Panoramica**, (October 2012-Present).

A group of five Mexican designers, guided by cooperative values, create design exercises that strive for both conceptual coherence and a viable business model. In its first year, the cooperative, Materiality, debuted at the Contemporary Furniture Fair in New York in 2013. More recently, it showcased the project "Everybody Can Be a Mexican Designer (Even if You Are Not a Designer nor Mexican)," offering a critical perspective on Mexican design at Zona Maco in Mexico City.

[www.wearepanoramica.com](http://www.wearepanoramica.com)

**Initiator of the Cultural Project The Chair That Rocks**. (October 2012 - October 2019):

Project that seeks to link contemporary design with artisans from the region of Tlacotalpan, Veracruz, in order to re-activate the local economy and preserve artisanal traditions. Through artistic or design residences, designers are invited to co-create objects with artisans, which are subsequently distributed commercially. As today this initiative is part of the Semana I initiative at the Monterrey Institute of Technology.

[www.thechairthatrocks.com](http://www.thechairthatrocks.com)

**Professor, Postgraduate in Design of Tomorrow, Universidad Centro de Diseño Cine y Televisión, Mexico City, MX.**

(September 2017 - October 2018.):

**Professor, Industrial Design, Universidad Centro de Diseño Cine y Televisión, Mexico City, MX.**

(September 2015 - October 2017.):

**Professor, Industrial Design, Universidad Iberoamericana, Mexico City, MX.**

(September 2014 - August 2015.):

**Professor, Industrial Design, Universidad Gestalt de Diseño, Xalapa, Veracruz, MX.** (February-August 2013):

**Co-Producer, Fuera de Contexto Podcast.** (Agosto de 2012 - present):

[www.fueradecontexto.mx](http://www.fueradecontexto.mx)

**Art Director, The Institute TITUELS** (Septiembre 2012-present).

**External Creative Consultant, TITUELS** (Noviembre de 2011-Agosto 2012).

**Product Design Consultant, FabLab Amsterdam @Waag Society** (Febrero-Mayo 2012).

**Co-Curator, SuperOrganism** (October, 2010)

[delaO.mx](http://delaO.mx)  
[jose@delao.mx](mailto:jose@delao.mx)

Exhibition for Dutch Design Week.

**Graphic Designer and Creative Consultant, Urban Pueblo Clothing Co. (2007 - 2008)**

Diseño Ilustración para la nueva colección de esta firma de ropa basada en Miami. Estados Unidos.

**Senior Industrial Designer, Ariel Rojo Design Studio, México DF, México (2006-2008)**

**Junior Designer, CG Interiorismo, Ciudad de México, México (2005).**

**Freelance Graphic Designer, Organización Harmon Hall, (2004).**

## **Education:**

**Royal Melbourne Institute of Technology.**

Off-Shore.

PhD Candidate, Design.

Full Scholarship

2023-2017 (expected)

**Instituto Tecnológico Autónomo de México (ITAM).**

Mexico City.

Diploma in Accounting and Finance.

2014-2015

**Design Academy Eindhoven.**

Eindhoven, The Netherlands.

Master Degree, IM Conceptual Design on Context.

2008-2010.

**Universidad Iberoamericana Plantel Santa Fe.**

Ciudad de México

Bachelor in Industrial Design.

2000-2006.

## **Awards, Honors, Conferences and Exhibitions:**

### **2024**

- October
  - Cumulus Monterrey: Speaker, "Arqueología Migrante"
  - Chair, Paper Session: Speculative Futures
- September
  - San Diego Design Week: Exhibition, Co-Curator with Pier Peruccio for Tec de Monterrey, "Arqueología en Tránsito/Emociones Migrantes"
- August

- o Dezeen: Publication, "Ten design projects by students at Instituto Tecnológico y de Estudios Superiores de Monterrey"
- May
  - o Tijuana Design Week: Exhibition, Co-Curator with Pier Peruccio for Tec de Monterrey, "Arqueología en Tránsito"
- February
  - o Dezeen: Publication, "Panorámica's interactive-AI machine lets 'anybody be a Mexican designer'"
  - o Zona Maco: Exhibition, "ANYBODY CAN BE A MEXICAN DESIGNER (even if you are not a designer nor Mexican)" during Mexican Art Week
- March
  - o DI Integra: Speaker

## 2023

- October
  - o Todos Somos Diseño: Conferencia Magistral
- August-November
  - o Eso es la vida/This is life: Graphic Design from Mexico: Exhibition, Palm Springs Art Museum, US
- September
  - o DS 123: Proceedings of the International Conference on Engineering and Product Design Education: Speaker

## 2022

- Experience Design: First Prize, "Disonancia Doméstica, Windishime & Exhibition Design. Disonancia Mexicana", Premio Diseña México
- MDF Mexico Design Fair and Rimowa Designer Of the Year Award:
  - o Recognized as a designer who is a transcendent icon, community generator, change agent, and visionary creator. Awarded by Rimowa.

## 2020

- November
  - o Premio Nacional de Diseño Diseña México: Winner/Product Design Professional, "Aura for Mirai Innovations"
- October
  - o Abierto Mexicano De Diseño: Ikea Inclusive Design Research Panel, EAAD, Monterrey Institute of Technology

## 2019

- October
  - o Décima Bienal Nacional de Diseño: First Prize Professional Category, "Aura for Mirai Innovations, Design for development, technological and productive Innovation"
- November
  - o Global Grad Show: Exhibition, "RoboKumbia, Critical Data", EAAD, Monterrey Institute of Technology, Dubai UEA
- September
  - o 21st International Conference on Engineering & Product Design: Speaker, "Critical Data: Teaching Design Through Critical Design, Critical Computing and Digital Data", Glasgow, UK
- June

- Great Outdoors of Design 2019: Workshop Facilitator, London, UK
  - Core 77 Design Awards: Professional Notable Honor in Speculative Design category for "The Gossip of Things"
- April
  - Salone Satellite: Exhibition, "RoboKumbia", EAAD, Monterrey Institute of Technology, Milan, Italy

## Earlier Highlights

- 2017-2018
  - PRIMER Conference: Keynote, "Speculative Assimilations", Parsons School of Design, NYC (July 2019)
  - Revista Código: Featured, "Nuevos clásicos del diseño en México: 5 diseñadores destacados" (Nov 2018)
  - Encuentro Internacional de Industrias Creativas: Master Class, "Story Telling for Futures", Guadalajara, MX (Oct 2018)
  - Food Revolution 5.0: Exhibition, Museum für Kunst und Gewerbe Hamburg, "Portion Distortion" (Mar 2017)
- 2015-2016
  - Artesano entre Artistas 3.0: Exhibition, "Damian Rocking Horse", Museo de Arte Popular, Mexico City (Oct 2015)
  - Core 77 Design Awards: Notable Honor, Design Education Initiatives for "The Chair that Rocks" (June 2015)
  - Forbes: Featured, "4 diseñadores de mobiliario en México para observar" (May 2016)
- 2011-2014
  - New Territories: Featured, "The Chair that Rocks", MAD Museum, USA (2014)
  - DAMN Magazine: Featured, "Window Agriculture", Dutch Design Week (2011)
  - Architectural Digest Mexico: Top Ten Best Mexican Young Designers (June 2011)