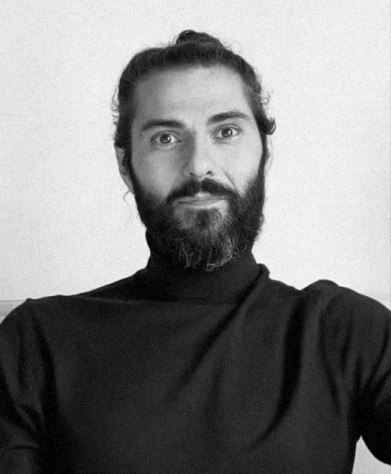




FRAN DE LA FUENTE

Design Strategy & Service Design Leader

 [linkedin.com/in/fran-de-la-fuente-soler/](https://www.linkedin.com/in/fran-de-la-fuente-soler/)

EXPERIENCE

2020 - 2026

Head of Design Strategy

Ikigai design

Led the Design Strategy practice and multidisciplinary teams across complex product and service challenges. Connected user insight with business priorities, shaped strategic direction, and aligned senior stakeholders around key opportunities and decisions.

2016-2019

Senior Service Designer

Isobar

Led service design projects from research and opportunity framing to concept development and validation, collaborating with clients and cross-functional teams.

2014 - 2016

Head of UX/UI & Design

Momit

Led the design team across physical and digital products, setting UX direction and driving product experiences from concept through iteration.

2012 - 2014

UX Manager

Etece.com

Led UX from the company's early stages, shaping product direction as part of the leadership team.

2009 - 2012

UX Designer

Planeo.com , Ready4Ventures.com, Taguin.com, Universia

EDUCATION

2013

Human Computer Interaction

University of California San Diego

2009

Degree in Audiovisual Communication

Universidad Rey Juan Carlos

2005-2007

Fachkommunikation und Medien studies

Fachhochschule Magdeburg-Stendal

ABOUT ME

Hi, I'm Fran de la Fuente, a Strategic and Service Design leader with 15+ years of experience turning complex user and business challenges into clear product and service direction.

I've led multidisciplinary teams across different industries, combining research, strategy, and service design to uncover opportunities, align stakeholders, and help organizations make better product decisions.

CONTACT

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 Madrid, Spain

SKILLS

Design Leadership · Team Leadership · Design Strategy · Product & Service Strategy · Strategic Research · Service Design · Stakeholder Alignment · Facilitation · Coaching & Mentoring

LANGUAGES

Spanish · Native
English · Professional
German · Intermediate