SARA ALONSO BARANDIARAN | STRATEGIC DESIGNER
Social Innovation & Entrepreneurship Expert

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BIOGRAPHY .

I'm Sara Alonso, a **Senior Strategic Designer**, with expertise in Social Innovation and Entrepreneurship. I am a freelancer who combines consultancy projects with academic collaborations, as well as other social-personal projects that are currently taking shape.

My prior **10-year experience working in Innovation Consultancies** (last years as a freelance, 4 in Opinno and previously in bigD Design That Matters), allowed me to make a positive impact in society through the transformation of organizations and people's mindset. Before Opinno, as a member of Paco Design Collaborative, I took part in a Horizon 2020 project located in South Africa and Namibia dedicated to the development of the youth of bushmen through Participatory Design (PARTY).

Parallel to these experiences, I've developed my **academic career,** starting as an Associate Professor at Creanavarra Design School in 2017, becoming a mentor of UC Berkeley's Extension's Circular Economy Course in 2021. Since the same year, I'm a **Master's Professor in Istituto Europeo Design (IED)**, teaching Design Research during three years and lately Social Innovation and Impact-related transversal courses, in parallel with other academic punctual collaborations with IE Business School's International MBA's Labs, The Valley, among others. .

Preceding these experiences, during my Engineering Degree in Industrial Design and Product Development at the Navarra University, I went through **5 internships both in China and Spain**, where I tasted Design in its different forms: Design studio, company and as an initiative toward entrepreneurship. Moreover, during my university period, I had **two long-term international experiences**; First in Helsinki where I did my Erasmus Exchange at Aalto University and later in China where I held my Bachelor Thesis.

Every project I have worked on is unique, but they all share the same **changemaking spirit** that drives how I work and live. So, let me stop talking about myself and let my projects be the ones that present me:

See portfolio >