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DESIGN THINKING PORTFOLIO

Alin Claudiu Apostu



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SUMMARY

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1. Key figures
2. Short intro about me
3. Industries
4. Main responsibilities
5. Tools used
6. Results and achievements
7. Testimonials
8. Connected skills
9. Let's connect





KEY FIGURES

My experience in design thinking

WORKSHOPS DEVELOPED & FACILITATED	CLIENTS	YEARS OF EXPERIENCE
27	17	5

ABOUT ME

01 CREATOR AND BUILDER

strong experience in the fields of events, entrepreneurship, innovation and ecosystem building;



02 GLOBALLY CONNECTED

networks such as Global Shapers - an initiative of World Economic Forum, Aspen Institute, Aspire, Techstars - Startup Weekend, Digital Communication Network, Unleash, ITU and others;

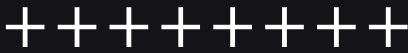
03 TWO MASTER'S DEGREES

- Marketing, Advertising and PR (University of York City College)
- Accounting and Finance (Academy of Economic Studies in Bucharest).

04 DESIGN THINKING EDUCATION

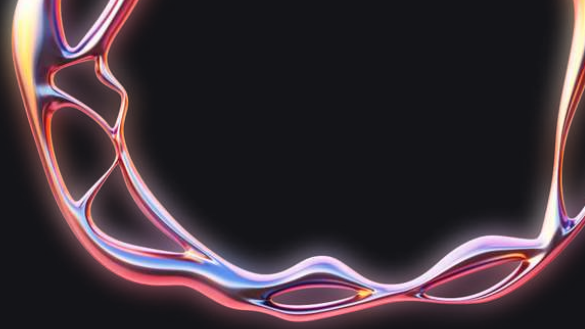
Trained by Design Thinking Society, Aspire (professors from Stanford University), Acumen, BottomUp Skills and Unleash





PROJECTS





INDUS TRIES (1)

01 EDUCATIONAL

Discover what design thinking is, the mindset and the benefits

03 MEDICAL

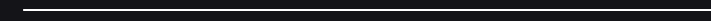
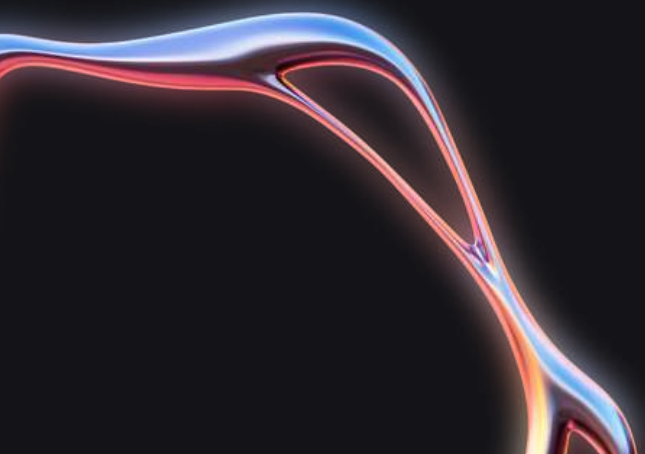
How the company can attract more customers?

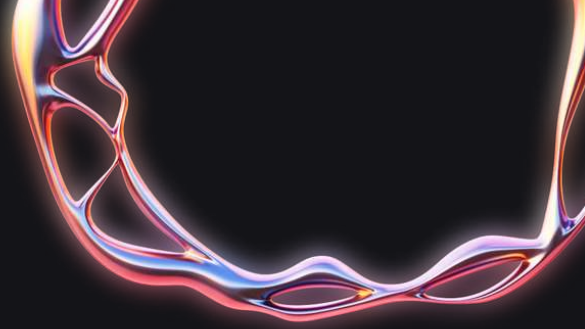
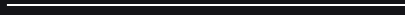
02 HORECA

How the company can reduce personnel turnaround and be more attractive?

04 FINANCIAL SERVICES

How can the company attract more B2B customers?





INDUS TRIES (2)

05 WELLBEING

How can the company attract more quality leads?

07 POLITICAL

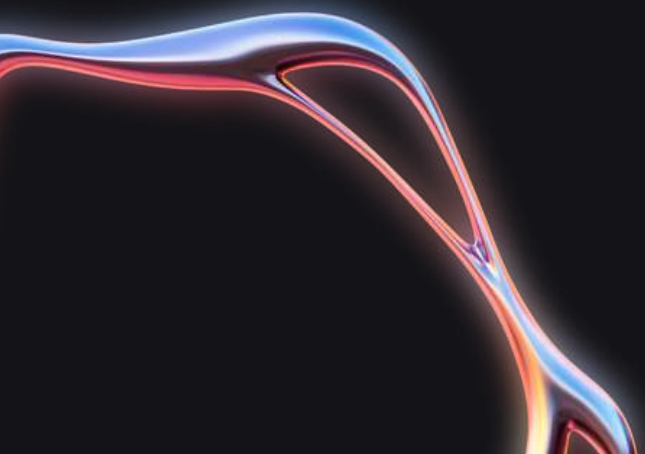
How can we increase our awareness among voters?

06 SOCIAL

How can we help young people reduce procrastination?

08 OTHERS

Using the toolbox I organized empathy, brainstorming or reverse mentoring sessions



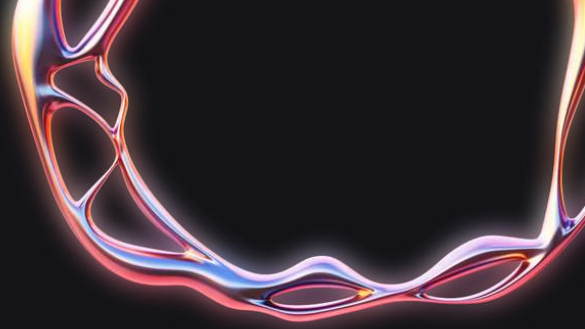
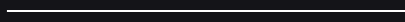
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ABILITIES AND TOOLS



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01 EXPLORATORY MISSIONS

Understand the needs, design briefs, draft project mission

02 DESIGNING PROPOSALS

goals, objectives, benefits, timelines, deliverables, budget

03 STRUCTURE & AGENDA

propose agendas, formats, setup, briefings

04 PARTNERSHIPS

find collaborators, create proposals, negotiate

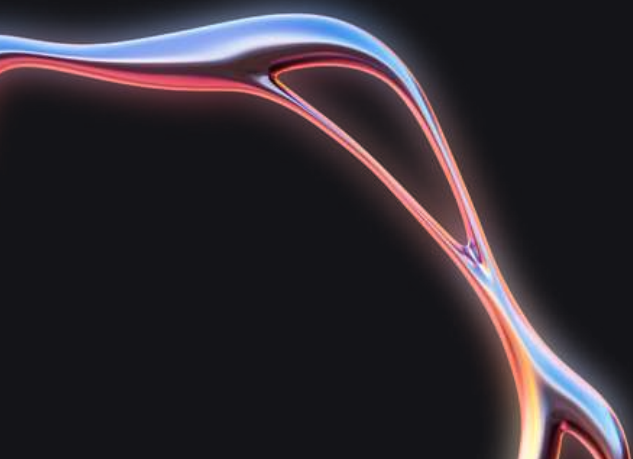
05 LOGISTICS

accommodation, transportation, venues, photo-video, catering, volunteer management

06 FINANCE & REPORTING

follow-up report, evaluation, feedback

RESPONSABILITIES



TOOLS USED



01 PROJECT MANAGEMENT

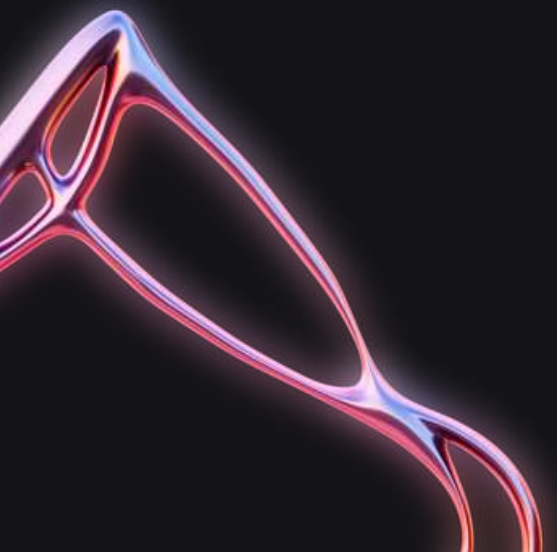
- MS. Office & Teams
- Google Suite
- Session Lab
- Notion
- Discord
- Trello
- Slack

02 ENGAGEMENT

- Zoom
- Eventmix
- Whova
- Slido
- Kahoot
- Mentimeter
- Miro
- Jamboard

03 OTHERS

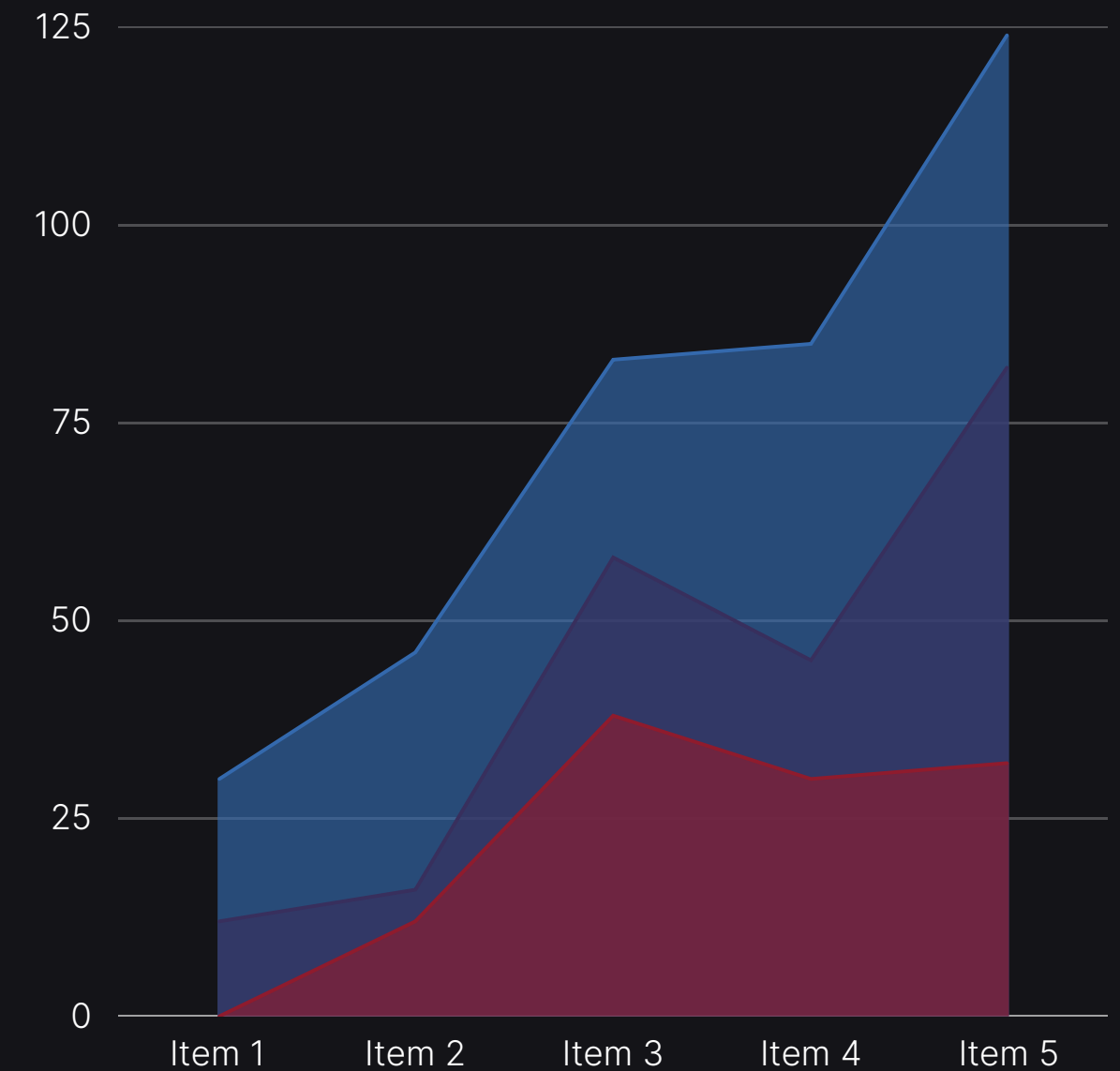
- Canva
- Wordpress
- Photoshop
- Prezi
- ChatGPT
- Bard



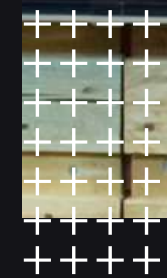


WITH SUCCESSFULL RESULTS SUCH AS:

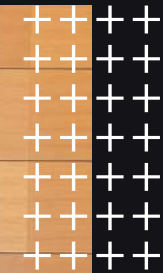
- new mindset for employees
- new internal programs
- better understanding the limitations
- stronger and more cohesive teams
- new business approaches
- physical location redesign
- new ways of recruitment
- new marketing campaigns
- new businesses developed



RECOGNIZED GLOBALLY

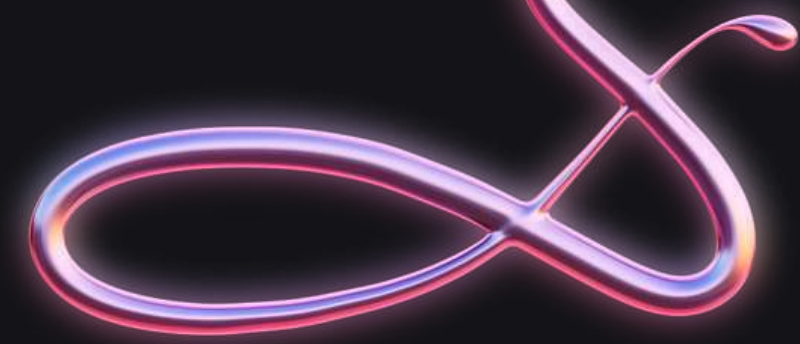


10 Global Best Practices for Ecosystem Innovation - ITU, United Nations' Agency for Information and Telecommunication



And facilitating together with Stanford professors





AND GREAT FEEDBACK

Alin's work is characterized by meticulous attention to detail, a keen understanding of customer needs, and open, constant communication. These qualities have greatly contributed to the outstanding results we have achieved thus far. I am enthusiastic about the prospect of continuing our collaboration with Alin on projects specifically aimed at benefiting and empowering young people.

**IUNIANA MÎNDRU,
PROGRAM COORDINATOR @AMERICAN COUNCILS**

The collaboration with you was one of the best in my experience. I saw the real desire to contribute and help our team and organisation by utilising a way of working that provided a lot of clarity in the process and also to the business. I believe that under your guidance, I brought out the maximum that the design thinking process could bring to the given topic. I feel that the concepts and ideas that will go further in a successful implementation have come to the surface.

**DANA BĂNICĂ ,
MASTER FRANCHISOR @LOGISCOOL ROMANIA**





with connected skills of:

- speaking
- facilitating
- moderating





**LET'S WORK
TOGETHER**



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ACA
Alin Claudiu Apostu

