

Hermann Ruiz PhD

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Strategic designer with expertise in human sciences, human-centered design and business strategy. Specialised in uncovering insights into contextualised human behaviour using quantitative and ethnographic research methods. Experienced in designing products, services, and systems that deliver business and human value. Worked across multiple verticals, including telco, financial services, retail, government and social sector. Current career growth focus on using HCD to realise the human value of advanced analytics and AI.

Key Achievements

Unlocked AU\$30M investment to transform an Australian state government's service delivery strategy by driving case for change and policy design using rapid mixed methods customer research (Voice of Customer) that uncovered strong customer preference for digital experiences

Raised AU\$750K for first round global funding to lead a BCG innovation program pioneering AI and human:machine interactions. Learning through experimentation approach to innovation leveraging design research, IT architecture design, prototyping and user testing to generate PoC and MVP. The project was globally recognised

Established a digital culture for a major telco in the Middle East to foster and consolidate agile behaviours of collaboration and autonomy. Deployed BCG's proprietary Smart Simplicity culture change program based on organisational sociology methods

Designed Save the Children's national strategy to support refugee children and their families in Australia focusing on place-based programs to respond to specific local needs

Employment Experience Summary

BCG – Strategic Designer	2018- Present
Save the Children – Consultant, Growth and Strategy	2016-2017
Universities RMIT, La Trobe, WSU, New Castle, Andes, Rosario – Researcher, Lecturer	2008-2018
UNHCR – Protection Officer	2008
Ministry of Interior, Colombia – Ethnic conflicts mediator	2007

Professional Degrees

PhD in Social and Political Thought Institute for Culture and Society, Western Sydney University	2018
Masters by Research, Social Anthropology Andes University	2011
Bachelor of Art (Honours) in Political Science and Government Rosario University	2007

**Employment
Experience**

BCG

– Strategic Designer

2018-
present

Responsibilities

- Apply human-centered research to understand user goals and unmet needs
- Synthesize challenges and disclose opportunities
- Envision solutions by translating user needs into tangible concepts, interaction models, and experiences using prototypes, visual communication and storytelling

Achievements

- Unlocked \$750K investment to innovate on AI-powered digital employees. Nominated to global DigitalBCG awards. Crafted an innovation partnership ecosystem with Google Cloud, Soul Machines and internal digital capabilities. Learning through iterative experimentation, deployed design research to identify DVF use cases, prototyped low- and hi-fi concepts and validated PoC and MVP through workshops and user testing.
- Unlocked \$30M investment to transform a state government service delivery strategy. Mixing quantitative surveys, focus groups, in-depth interviews and contextual inquiries, demonstrated regional customers are eager to embrace digital and self-service experiences. This evidence-based narrative helped the client de-emphasise efforts on physical service and call centres
- Established a digital culture for a major telco in the Middle East to foster and consolidate behaviours of collaboration and autonomy. Using a system design approach, deployed ethnographic and quantitative research methods to uncover performance pain-points and re-design role interdependencies to uplift efficiencies and streamline processes
- Developed BCG's IP on:
 - Bionic innovation framework - Learning through experimentation
 - Human-centered design framework for adoption of advanced analytics solutions
 - C-19 Employee Value Proposition using advanced analytics for persona design
 - Conversational AI and Digital Employees experimentation and innovation PoV
 - BCG's Strategic Design Research capability

Save the Children

– Consultant, Growth and Strategy

2016-2017

Responsibilities

- Consolidate an strategic narrative to give clarity and direction to the national refugee family protection program
- Lead a research and policy design team

Achievements

- Designed the organisation's national place-based strategic framework for the protection of refugee children and their families in Australia. Used focus groups, in-depth interviews and contextual inquiries to match strategic aspirations with the reality of the organisation's operations on the ground
- The framework was adopted in the organisation's 2018 national strategic plan

Universities – RMIT, La Trobe, WSU, New Castle, Andes, Rosario

– Researcher, Lecturer

2008-2018

Responsibilities

- Extensive ethnographic research with rural and urban communities in Colombia, Indonesia and Australia
- Extensive literature reviews on topics around human rights, transitional justice, community economies, discourse analysis, climate change and social trauma

Achievements

- Publication of two long-format theses, one book and papers at international conferences
- Two research fellowships and a public speaking prize
- Taught hundreds of students in four different countries in two languages (English, Spanish)
- Founding member of the Board of Directors of the Community Economies Institute
- Research to support organisations crafting strategies to demand rights and organise alternative economies
- Teaching to under and post grads on public policy-making; social research methods; persuasive writing; and social and political theories

UNHCR

2008

– Protection Officer

Responsibilities

- Craft messaging and coordinate logistics with aid agencies
- Facilitate consultation processes with organisations of forcibly displaced persons

Achievements

- Facilitated alignment on supply of humanitarian aid across local, national and international government agencies and NGOs

Ministry of Interior, Colombia

2007

– Ethnic conflicts mediator

Responsibilities

- Assist conflict mediation processes with indigenous and African-descendant communities with local and national authorities.
- Coordinate state institutions involved in different areas of conflict mediation

Achievements

- Deescalated a conflict in a region contended between the army, paramilitaries and guerrillas
- Designed institutional protocols for ethnic conflicts mediation

Awards

Nominated to the Driving Inspired Impact award

2020

PopTech Global Conference, Digital BCG

Hannah Arendt Fellow

2011-2016

Institute for Culture and Society, WSU

Winner, Three Minutes Thesis (3MT) Presentation Competition

2015

Institute for Culture and Society, WSU

Masters by Research Scholarship - Social Anthropology

2009-2011

Department of Anthropology, Andes University

Award for best masters research project

2010

Andes University

Thesis approved with meritorious mention

2007

Department of Political Science and Government, Rosario University

Languages

English (full fluency), Spanish (full fluency), Bahasa Indonesia (low fluency), French (low fluency)

Relevant Certifications	IBM Applied AI Professional Certificate IBM	In Progress
	Data Science and Analytics Academy Xi	2021
	Digital and Data Platform (DDP) - IT Architecture BCG	2020
	Agile certification BCG	2020
	Service Design Academy Xi	2018