

# YAMILCA RODRIGUEZ

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## DESIGN THINKING EXPERT / STRATEGIC DESIGN

- Visionary leader with proven ability to align and motivate diverse teams and stakeholders to design and deliver breakthrough programs, products and growth strategies.
  - Demonstrated success in business model innovation, innovation strategy, brand identity, service experiences and consumer insight strategy.
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## CORE COMPETENCIES

Leadership | Design Thinking | Group Facilitation | Product Innovation | Brand Identity & Architecture design | Creative Direction | Idea Generation | Problem Solving | Rapid Prototyping | User Experience Design | Business Model development | Consumer Product Design | User-Centered Design | Integration of Consumer Insights | Disruptive Market Innovation | Persona Development | Brand Vision Development | Visual Communication development | Concept Development | Art Direction | Advertising development | Retail Design

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## PROFESSIONAL HISTORY

### FOUNDER OF LOUISVILLE BESPOKE

**CURRENT - October 2016**

Louisville, April 24, 2017. Louisville Bespoke launched a Kickstarter campaign, utilizing crowdsourcing to help bring a fashion collaborative space to Louisville Kentucky. After 31 days, the \$10,000 goal was achieved.

The space is designed to foster innovation and collaboration.

Louisville Bespoke is a fashion hub to facilitate a collaborative movement with some of Louisville's finest local fashion designers, makers, entrepreneurs and artists in the industry striving to create more exposure and excitement around the great talent and resources of the fashion industry in the Midwest.

### CONSULTANT

**JANUARY 2016 -December 2016**

#### Design Thinking Expert / Brand Builder

Yamilca Rodriguez is an innovative and creative design-thinker who helps organizations tackle experience-focused, human-centered, and strategic vision challenges—from orchestrating a highly complex global innovation strategy to envisioning the future consumer needs within a number of consumer categories and developing user experiences across multiple channels to improving the consumer adoption and desire for premium products and services.

Has held leadership roles in Design across the Procter and Gamble Company, including work on brands like Olay, SK-II, DDF, Venus, and Oral Care. Throughout her career working on total market strategy, consumer design, product innovation and brand identity, and has led more than 70 design thinking and creative brainstorming sessions across multiple countries, brands and categories.

Guest professor at Philadelphia University Strategic Design MBA teaching the Business Model Class using the Design Thinking Process.

### SCOPPECHIO

**JANUARY 2015 -December 2015**

#### Senior Director Multicultural Marketing Services

- Led the multicultural team and multicultural planning and strategy for the agency and its clients.
- Managed and led client relationship for KFC, the agency's largest Hispanic account. Increased Hispanic sales by 4.6% versus General Market.
- Developed deep consumer insights through primary and secondary research. Drove insights into action with TV advertising for KFC. Researched and developed multicultural best practice white papers on healthcare

and the food industry.

### **THE PROCTER AND GAMBLE COMPANY**

**2001-2014**

*Thirteen years delivering excellence in brand identity and consumer product innovation*

**Principal Global Design Manager, Oral Care**

*2011-2014*

**Brand Identity owner for Global Oral Care.**

*\$5 Billion Category*

- Led Global Brand Identity team (Graphic Agency, Advertising Agency, and In-store-Agency) for Global Oral Care. #1 whitening brand recognized by top beauty magazine editors.
- Developed the 5-Year Product/Service Roadmap for Oral Care's Global Innovation Strategy. Launched initiatives delivered by the roadmap. Crest 3D White Brilliance 2 Step Toothpaste launched in 2015.
- Envisioned and championed a new premium Oral Care business opportunity and consumer experience. Facilitated sessions using empathy, metaphor, and prototyping to create brand ideas and concepts. Developed business model, strategic target consumer profile and unique idea propositions. In retail shelf testing the total concept scored 9.3% higher than all competing products in the test.
- Developed Crest 3DWhite communication, leading the brand owners to stretch the brand into a "fashion-forward" positioning. Conceived and facilitated design thinking sessions to develop theme. Conceived and brought to life full line of products such as, toothpaste, rinse, Whitestrips and toothbrush. As a result 3DW became the #1 toothpaste product in Walmart.
- Led Scope's transformational brand identity refresh. Influenced Oral Care leadership to embrace a bold, breakthrough concept over a more conservative approach. Developed a new brand character and research team tested Scope designs in US and Canada. New designs scored consistently better than the old design.
- Influencer on P&G's corporate culture team – created and facilitated Design-Thinking sessions to uncover insightful gaps and opportunities to advance P&G culture systems globally. Results were presented to CMO in April '12. Recommendations were incorporated.

**Principal Global Design Manager – Beauty Care**

**Product Innovation and Brand Identity for Skin Care**

*2007-2011*

*\$2 Billion Category*

- Led skin care technology development and brand identity design for new skin care products. Led 1<sup>st</sup> Olay Launch into facial hair removal. Globally exceeded objectives to be worth \$40 million in year 1.
- Co-led the development of the 10-year lighthouse vision design strategy for Beauty. Created a holistic roadmap for a full range of innovative products and services and a unique brand identity including packaging concepts and retail design development for 2020. Developing ideas through the discovery of understanding complexity to uncover an elegant simple concept that can be delivered clearly to the consumer.
- Created a multi-brand vision for skin care devices. Developed a device platform strategy to optimize business investments and maximize brand differentiation. Introducing the products lifecycle and design language to deliver consumer delight navigating the best route for future possibilities.
- Facilitated more than 40 Design- Thinking workshops across multiple countries, brands and categories for the purpose of innovation, brand strategy and vision development. Led Design Thinking session for Olay Education VP of Marketing said; "We did more in a day than we could do in 4 months".

**Senior Global Design Manager - Skin Care**

**Product Innovation Design Manager**

*2001-2006*

- Developed a design-led consumer segmentation model and created inspirational design target profiles from lifestyle insights to define the business strategy for new Skincare products.
- Facilitated creative brainstorm sessions for multi-functional team to deliver 2020 design strategy to envision opportunities for the Skincare category.

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## **EDUCATION**

**Masters of Business Administration**, Thomas More College, Kentucky

**Bachelors of Science in Industrial Design**, University of Cincinnati, College of Design, Architecture, Art, and Planning.

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**Perfect Health Instructor** certification from Chopra Center University

**Enneagram** (Personality Profile) and Life Coach Certified

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### LANGUAGES

**Spanish**      Fluent written and spoken

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### OTHER ACTIVITIES

Currently on the board of Louisville Visual Arts. **LVA** is shaping the next generation of creative leaders by providing quality instruction to 1,000+ students annually through Children's Fine Art Classes and outreach programs in schools and community centers. **LVA** aims to engage, inspire, and improve our region through art.

2016-2017 President of the Louisville chapter of NSHMBA. The **National Society of Hispanic MBAs** is dedicated to increasing the number of Hispanics graduating with an MBA, extending its reach beyond the MBA community to undergraduate and high school-level students.

2012-2014 Chair for ILCMA **Integrative Learning Center of Mid America** seeks to bring together the best of traditional and nontraditional life approaches. We are interested in health solutions and holistic wellbeing.