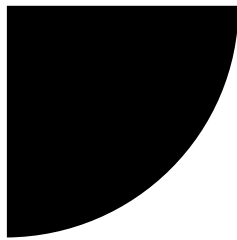


# Isadora Koike

Service Designer &  
Management Engineer



JAN 2026

*to Private & Public Sectors,  
to whom it may concern*

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**DEAR PERSONS,**

I write in the hope that we meet, and with a small confession: I am incurably curious. It is the single thread that ties together every chapter of my work, from packaging artwork for global pharmaceutical brands to the AI-driven automation products I help design today.

My path has not been a straight line, and I have come to see that as its strength.

I began in design where precision was non-negotiable, and curiosity kept pulling me forward, through industrial product and graphic design, a co-founded studio, a double master's in Product-Service System Design and Management Engineering at Politecnico di Milano, and most recently into the world of AI and no-code automation.

What I have been doing all along, I eventually understood, is a twist on change management to navigating through change and self-management. I am drawn to the exact moment when an organisation knows it must work differently but cannot yet see how. My instinct is to listen first, map the complexity honestly, align the people who rarely sit in the same room, and then design the new way of working so it feels less like disruption and more like relief.

In my current role I lead the delivery of automation projects for two enterprise clients across Spain and Portugal, owning the relationship end to end, from product specifications and developer hand-off to review and final approval. I sit between product, engineering and commercial teams and translate and integrate in every direction, which is, I think, where curiosity and empathy become useful rather than merely pleasant.

I am not chasing perfection, and I am not pretending to have every answer. I am chasing alignment between an organisation's goals and my own, and the chance to keep learning in good company.

Wholehearted regards,  
**Isadora Koike**

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Service Designer & Management Engineer



"... all of us are multi - multi-local, multilayered. To begin our conversations with an acknowledgement of this complexity brings us closer together, I think, not further apart." - TAYE SELASI

## EDUCATION

MASTERS

**PSSD - Product Service System Design**

Politecnico di Milano

**ME - Management Engineering**

Politecnico di Milano

BACHELOR

**Industrial Design - Product Design**

Mackenzie Presbyterian University

## SKILLS

### Some call them Soft

/engaged commitment  
/abductive thinking  
/flexibility and taste for teamwork  
/preference for presential meetings  
/resilience and familiarity with remote work  
/active kindness  
/deep curiosity  
/organised progress  
/communicative willingness  
/workshop facilitation

### Materialised

/visual design, digital and physical (presentations, decks, brand collateral in Adobe d beyond)  
/prototyping, digital and physical  
/product design digital and physical  
/digital literacy (self-taught software engineering in progress)  
/research synthesis SD blueprinting  
/UI and UX  
/motion and dimension (video editing, 3D modelling, packaging)

## LANGUAGES

### Portuguese

/native

### English

/fluent - IELTS academic 2017

### Italian

/intermediate - CELI B1 2017

### Spanish

/conversational - INTERMEDIATE

## WHERE and HOW

### I was

/born in Brazil, in 1986

### I am

/living in Barcelona, since July, 2023

### Pronouns /she/her

**I enjoy** /nature /music /aikido /wushu

/people /stories /movies /food /coffee /snow /travelling /walking

## CURRENT CONTEXT

MAY 2025 – CURRENT | NIAWI TECH | BARCELONA, SPAIN | HYBRID

### Product Designer to Project and Client Manager

- ◆ Lead end-to-end delivery of AI-driven B2B automation projects for two enterprise clients (Spain and Portugal), owning client relationship, product specifications, developer hand-off and review/approval cycles.
- ◆ Main tasks: translate technical workflows into clear interfaces and commercial messaging; manage roadmaps and cross-functional stakeholders (engineering, sales, client success); facilitate discovery and co-design workshops.
- ◆ Scope: AI and no-code automation for enterprise B2B

## SELECTED WORK EXPERIENCE

FEB 2025 - CURRENT DAYS | NIAWI TECH | BUENOS AIRES, AR | REMOTE

### B2B Service and Automation Design

- ◆ Designing and deploying no-code applications using Glide and N8N to streamline data collection and automate B2B analysis.
- ◆ Main tasks: data-flow maps, database and automation workflow design, test and improvement.
- ◆ Scope: automation consultancy (microservices and data collection and governance), AI integrations, enablement of clients to visualise real-time competitive intelligence.

FEB 2024 - MAR 2024 & OCT 2024 | LAUNCH ANY | COLORADO, US | REMOTE

### Strategic Branding Redesign and Sub-branding Design

- ◆ Research and co-design the LaunchAny digital transformation consultancy rebranding and visual design system along with an affiliated API coaching LMS (Learning Management System) branding.
- ◆ Main tasks: research, design and conduct online co-design workshops to define branding and rebranding strategies. Execute and deliver respective guidelines and visual elements.
- ◆ Scope: API consultancy (microservice strategy and governance)

APR 2023 - MAY 2023 | PLATFORMABLE | BARCELONA, SPAIN | REMOTE

### Business and Services Consultant

- ◆ Support, co-design and adapt 2023-25 strategy
- ◆ Main tasks: design and conduct workshops, analyse and update business strategy
- ◆ Scope: data products development and open ecosystem consultancy services

SEP 2021 - MAR 2022 | LIVEWORK | ROTTERDAM, NETHERLANDS | MOSTLY REMOTE

### Service Design Intern

- ◆ Working on pioneering projects for a leading international sports brand - from defining future strategies for retail to designing new circular services and optimising omnichannel consumer experiences.
- ◆ Main tasks: attending and conducting interviews, analysing research data and workshop outputs to generate insights, attending idea generation sessions to turn insights into actionable ideas, developing ideas into concepts, writing insight reports, collaborating with customer journey mapping and blueprinting.
- ◆ Scope: strategic and service B2C and B2B design consultancy

2014 - 2018 | TIRI DESIGN | SÃO PAULO, BRAZIL | HYBRID

### Co-founder and Designer

- ◆ Design studio focused in branding and packaging
- ◆ Main tasks: end-to-end design services. Manage, acquire and keep client relationship as well as designing business proposals and handling administrative finances. Designing and managing supply and production of promotional products and packaging.
- ◆ Scope: B2B product and graphic design

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Service Designer & Management Engineer



"...singular identities is also an illusion, because we all have a multiplicity of voices inside." - ELIF SHAFAK

## ORGANIZATIONS

### Niawi Tech

/niawi.tech

### LaunchAny

/launchany.com **Platformable**

/platformable.com

### Livework

/liveworkstudio.com

### Terri Pecora

/terripecora.net

### Tiri Design

/behance.net/tiridesign

### Pfizer and Zoetis

/pfizer.com

/zoetis.com

### Kalunga and Spiral

/kalunga.com.br

/spiral.com.br

### Flavia Pagotti Silva

/flaviapagottisilva.com

### Ornare

/ornare.com.br

### CCE

/linkedin.com/company/cce-

info/about

### Alcon

/alcon.com

## AWARDS and RECOGNITION

Hackaton Lombardia Design Hub - 2018

### Piazza Citta di Lombardia Award 2018-19

Design Week/Salone del Mobile Presentation 2019

<https://www.behance.net/gallery/78347763/Regione-Lombardia-Piazza-di-Lombardia/modules/465204209>

Doorhandle Bachelor Internal Competition 2008

### LA FONTE AWARD 2008

## BELIEFS

### I believe

/in learning as a way of living, empathising as a way of sharing, and sharing as a way of hoping.

## VERSION A

### Visual mismatch

/high contrast and text format to avoid some visual mismatches between this material and some people's abilities

## EXPERIENCE TIMELINE CONTINUED

2012 - 2014 | Pfizer, Wyeth & Zoetis | GUARULHOS, BRAZIL | PRESENTIAL

### Packaging Design Analyst

◆ Designing and adequating packaging artwork to over 70 countries, 3 brands, several regulatory agencies and production requirements.

◆ Main tasks: artwork update, overseeing and approval of packaging proofs, coordination of artwork internal approval from regulatory affairs, supply chain, marketing and other departments.

◆ Scope: pharmaceutical and veterinary products

2010 - 2012 | Kalunga & Spiral Commerce and Industry | SÃO PAULO, BRAZIL | PRESENTIAL

### Senior-middle Product Designer

◆ Design in-house brands and coordinate production and/or personalisation of imported products to respective brands

◆ Main tasks: artwork design, supply coordination and approval

◆ Scope: stationary and office supply products

2009 - 2010 | Flávia Pagotti Silva Design | SÃO PAULO, BRAZIL | PRESENTIAL

### Product Design Intern

◆ End-to-end assistance, from concept to sales of products and projects

◆ Main tasks: client relationship, technical drawings, digital prototypes, exhibition design

◆ Scope: signature product design

2008 - 2009 | Ornare Industry and Commerce | COTIA, BRAZIL | PRESENTIAL

### Furniture Design Intern

◆ Participation in market research, collection and product concept, technical drawings, etc.

◆ Main tasks: designing technical specs for furniture, proposals for new products and production approval

◆ Scope: industrial luxury furniture design

2007 - 2008 | CCE Industry and Commerce | SÃO PAULO, BRAZIL | PRESENTIAL

### Marketing and Engineering Intern

◆ Participation in market research, in-house brand and licensed products design.

◆ Main tasks: designing internal marketing pieces, technical specs, personalization and packaging of audiovisual and electronic domestic appliances

◆ Scope: audiovisual, electronic and licensed products

2006 - 2007 | Alcon Laboratories | SÃO PAULO, BRAZIL | PRESENTIAL

### Packaging Design Intern

◆ Supervised artwork production, approval coordination and supplier quality control

◆ Main tasks: packaging artwork design, perform regulatory checklists, internal approval, etc.

◆ Scope: pharmaceutical products

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**BACK TO PORTFOLIO**

*[www.isadorakoike.com](http://www.isadorakoike.com)*

**last updated in may 2026**