

Curriculum Vitae

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Overview

Education

Professional experience

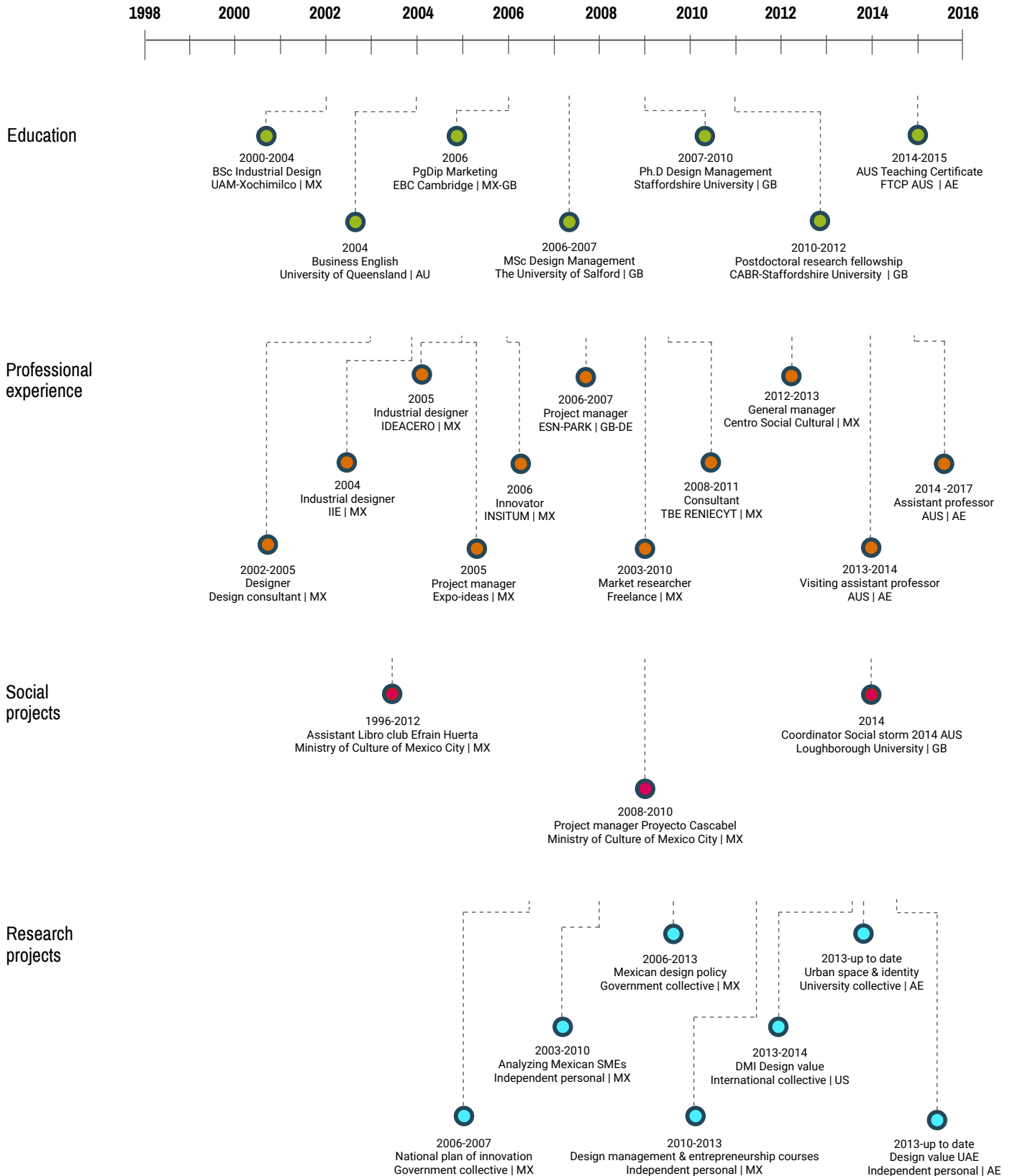
Social projects

Research projects

Research outcomes

- a) Intellectual property & awards**
- b) Exhibitions**
- c) Chapters of book published**
- d) Articles in professional journals**
- e) Reports**
- f) Invited lectures**
- g) Grants & fund projects**
- h) Conference proceedings**

Overview



Education

2014-2015.	Teaching Certificate	AUS Faculty Teaching Certificate. American University of Sharjah AE.
2010-2012.	Postdoctoral Research Fellowship	Centre for Applied Business Research. Staffordshire University GB.
2007-2010.	Doctor of Philosophy	Design Management, Innovation and Technology. Staffordshire University GB.
2006-2007.	Master in Social Science	Design Management. The University of Salford GB.
2005-2006.	Postgraduate diploma	Marketing. Escuela Bancaria y Comercial - Cambridge University MX-GB.
2000-2004.	Bachelor Degree	Industrial Design Universidad Autónoma de México campus Xochimilco MX.

Professional experience

2018-present	Assistant Professor.	Design and Innovation. University of Portland. Pamplin School of Business. US.
2014 - 2017	Assistant Professor.	Design Management. American University of Sharjah. College of Architecture, Art and Design [CAAD]. AE.
2013 - 2014.	Visiting Assistant Professor.	Design Management. American University of Sharjah. CAAD. AE.
2012 - 2013.	Manager.	Cultural Social Centre CTM 7 Culhuacanes. MX.
2008 - 2011.	Consultant.	Small technology-based enterprises in new technological industries. MX.
2003-2010.	Market Researcher.	Freelance. MX.
2006 - 2007.	Project leader.	Scouting Network. ESN-PARK. GB - DE.
2006.	Innovator.	INSITUM. MX. Responsibilities: Collaborate with different teams to research behaviors and

2005.	Project Manager.	EXPO-IDEAS. MX.
2005.	Industrial Designer.	IDEACERO. MX.
2002-2005.	Designer.	Freelance. MX.

Social projects

2015 2017	Co-researcher.	Nomadic shadow. AE. Responsibilities: Propose a design-driven solution that addresses an existing short-coming or uncover hidden potential in the area of Sharjah. Co-researcher: Juan Roldan / jroldan@aus.edu & Participation of: Malak & Shaza
2014.	Leader coordinator for AUS.	Social storm. GB - AE. Responsibilities: Secure funding for the AUS students participation; Coordinate the activities that were undertaken by different professors and students during 24 hours; and Facilitate the development of ideas through the 24 hours activity.
2010 - 2013.	Researcher.	Project Odyssey. MX. Aim: To explore whether the introduction of interventions led by design management [along with other specializations] can support and assist the development of small TBEs established in new technological industries of countries that are members and prospect members of the OECD.
2008 - 2010.	Project manager	"Proyecto Cascabel". Ministry of Culture of Mexico City. MX. Responsibilities: Design, manage and lead cultural and social activities directed to bring dignity, equality and well being among inhabitants of marginal zones in Mexico City.
1996 - 2012.	Assistant	"Libro Club Efrain Huerta". Ministry of Culture of Mexico City. MX. Responsibilities: Assist and support cultural/social activities in marginal zones in Mexico City to raise well being/equality among inhabitants.

Research projects

2018 - up to date	Co-Researcher.	Research: MakerSpace Curriculum. Co-Researcher: Sam Holloway & Ian Parkman
2017 - up to date	Researcher.	Research: Exploring the design capabilities required for Mexican designers in the 21st century.
2016 - up to date	Researcher.	Research: Re-Imagining Sharjah University City through Design and Digital Technologies.
2016 - up to date.	Researcher.	Research: Redesign of Multicultural Spaces. Research assistant: Marwa Istanbuli & Muskaan Chandwani
2013 - 2017.	Researcher.	Research: Use and application of design as a competitive instrument at the national level.
2013 - 2017.	Co-Researcher.	Research: Urban interventions as a visual discourse for collective memory among inhabitants of Sharjah. Co-researcher: Juan Roldan
2013 - 2015.	Co-Researcher.	Research: Design Value in Business. International collective research. Design Management Institute. US.
2011 - 2013.	Researcher.	Research: Design Management and design entrepreneurship curricula.
2006 - 2016.	Researcher.	Research: Use of design as a means to consolidate the social fabric in Mexico.
2006 - 2013.	Researcher.	Diseña México / Mexican design policy. National collective research.
2006 - 2007.	Researcher.	National plan of innovation. Collective research project.
2003 - 2010.	Researcher.	Research: Analysis of the use of design in Mexican SMEs.

Research outcomes

a) Intellectual property & awards

2013. Design and Entrepreneurship an introductory course to assist the contemporary business context. Copyright: 03-2013-082314184000-01 Titular and author

- 2011.** Design Management an introductory course.
Copyright: 03-2011-091310411700-01 Titular and author
- 2010.** Software 'Design Toolkit'.
Copyright: 03-2010-03261295100-01 Titular and author [100%]
Development of a diagnostic toolkit for small Mexican technology-based enterprises in new technological industries.
- 2007.** Nextel® Suede-Coating.
First place in the design concept development 'NEXTEL: Wearing the Olympic games'
Mankiewicz - 100% design exhibition. London, GB.

b) Exhibitions

- 2017.** Change, Coordinates + Someone Else (Hadeyeh B., Al-Ani, H., & Ibrahim,R. Ed) Curated by Design House and 1971 design space. Contributor of one chapter Roldan, J., Cruz Megchun, B., and Al Ghuel, M. "Nomadic Shadow"
- 2016.** Change, Coordinates + Someone Else (2016) (Roldan, J. & Cruz Megchun, B.) Presentation of Nomadic Shadow. Curated by Design House and 1971designspace. Marks Phase 1/2. November, Sharjah, AE.
- 2015.** Vantage Point Sharjah 3 (Roldan, J. and Cruz Megchun, B.) Presentation of an image about interiors of businesses in Sharjah. Curated by Hoor Al-Qasimi.
- 2014.** Vantage Point Sharjah 2 (Roldan, J. & Cruz Megchun, B.) Presentation of 5 images about mapping memory in University City road in Sharjah. Curated by Hoor Al-Qasimi.
- OPUS 6 (Roldan, J. & Cruz Megchun, B.) Presentation of 22 yards. Organised by College of Architecture, Art and Design, American University of Sharjah.

c) Chapters of books published

- 2018.** Uncommon Dubai+ (Azam, S. Ed) Uncommon Guide Books. Contributor of one chapter Cruz-Megchun, B & Roldan, J. "Domestication of urban voids: Instruments of urban appropriation in the UAE".
- 2017.** Design Management: An Essential Handbook (Hands, D. Ed.) Kogan Page Publishing. Contributor of one chapter Cruz-Megchun, B "Design a Possible Instrument for Growth and Innovation: Mexico Case Study", pp. 141-169. ISBN: 9780749478414
- Change, Coordinates + Someone Else (Hadeyeh B., Al-Ani, H., & Ibrahim,R. Ed) Curated by Design House and 1971 design space. Contributor of one chapter Roldan, J., Cruz Megchun, B., and Al Ghuel, M. "Nomadic Shadow", pp. 112-143

- 2016.** Design Innovations for Contemporary Interiors and Civic Art. (Crispi, L. Ed.) IGI Global Publisher. Contributor of one chapter on Section 2, Chapter 11. Cruz-Megchun, B "Retail Design: Brand Experiences through Merging Art, Design and Science", pp. 209-224. ISBN 13-9781522506669.
- Afinar las miradas del Diseñador ante los escenarios de Cambio (Gutierrez-Ruiz, F. & Rodriguez-Martínez, J. Eds.) UAM Edition. Contributor of one chapter on Section 1, Chapter 7. Cruz-Megchun, B "Propuesta de un Modelo Conceptual Acerca del Rol y Uso de Especializaciones de Diseño en el Desarrollo e Introducción de Innovaciones Tecnológicas en Pequeñas Empresas de Base Tecnológicas en México", pp. 185-205. ISBN 97860728006825.
- 2009.** Design Management- Vision and Values. (Hands, D.) AVA Publishing Worthing. Contributor of a fragment on Chapter 2, International Collaboration. Cruz-Megchun, B 'Design Management in Mexico', pp. 76-79. ISBN-10: 2940373795

d) Articles in journals

- 2017.** Cruz-Megchun, B (2017) El Uso de Intervenciones Urbanas como Medio para Consolidar el Tejido Social: Un Caso de Estudio Localizado en una Zona Marginal de la Ciudad de México. Creative Economy Journal, #07 May-November 2017 Issue, pp. 67-115. ISSN 2395-8200.
- 2012.** The DMI Design Value Scorecard: A New Design Measurement and Management Model Westcott, M., Sato, S., Mrazek, D., Wallace, R., Vanka, S., Bilson, C., & Hardin, D. The DMI Design Value Scorecard: A New Design Measurement and Management Model. Design Management Review 24(4).

e) Reports

- 2008.** Article in the Memoirs 'Foro para una politica de diseño' Mexico Contributor 'El diseño y su contribución en la ciencia y tecnología' Chamber of Senators
- 2007.** Report 'National Plan of Innovation' Mexico Contributor 'El diseño como instrumento de innovacion y conciencia científica' National Council of Science and Technology of Mexico

f) Invited lectures

- 2015.** Seminarios Tororja (Roldan, J. and Cruz-Megchun, B.) Presentation of the lecture 'Domesticidad y Espacio Urbano en Oriente Medio. Instituto de Ciencias de la Construccion Eduardo Torroja. Centro Superior de Investigaciones Cientificas de Espana [High Centre for Scientific Research of Spain]
- 2014.** 8vo. Congreso Internacional en Administracion y Tecnologia para Arquitectura, Diseno e Ingenieria (Cruz-Megchun, B.) Presentation of the lecture 'Capacidades Esenciales para disenadores en el Extranjero' Universidad Autonoma Metropolitana, Mexico.
- Master of Architecture and Interior Design (Cruz-Megchun, B.) Presentation of the lecture 'Principios de la identidad grafica y empresarial en relacion con el diseno de interiores' Universidad de Salamanca, Spain.

- 2014.** INDEX (Cruz Megchun, B.) Presentation of the talk "Rethinking Designable Touch Points in Space Design" INDEX Design Talks Seminar Series. Dubai, United Arab Emirates.
- 2013.** Seminar (Cruz Megchun, B.) Presentation of the lecture "Design management and its future" College of Architecture, Arts and Design. American University of Sharjah, United Arab Emirates.

g) Grants & funds projects

- 2018.** Space Maker (Holloway, S., Parkman, I. & Cruz Megchun, B.) Ignite Grant.
- 2007-2010.** Design toolkit software (Cruz Megchun, B.) Sponsor National Council of Science and Technology of Mexico. Grant awarded: £30,000
- 2007-2010.** Design of a new product development (Cruz Megchun, B.) Sponsor National Council of Science and Technology of Mexico. Grant awarded: £7,000
- 2008-2010.** Proyecto Cascabel (Cruz Megchun, B.) Ministry of Culture of Mexico City. Grant awarded: £4,000 per project. Four projects.

h) Conference proceedings

- 2018.** Cruz Megchun, B. 2018 [Forthcoming] 'National Emergency in Mexico: Lessons for Designers' Conference proceedings DMI: Academic Design Management Conference from 1-2 of August. London, UK.
- Gutierrez-Ruiz, J., Rodriguez-Martinez, J., Barcenas-Sanchez, V., Cruz Megchun, B., Gonzalez-Barcenas, J., Ramos-Watanabe, E., Rocha-Castro, V., & Schultz-Morales, F. 2018 Formarse en diseno y ganarse la vida disenando. Conferemce proceedings of 1er. Coloquio de educacion para el diseno en la sociedad 5.0 from 2-4 of May, Mexico City, MX.
- 2017.** Cruz Megchun, B. 2017 'Espacios liminales medios de desarrollo cultural comunitario sustentables'. Conference proceedings of IV Foro de Economía y Cultura from 26-29 of September. Mexico City, MX.
- Cruz Megchun, B. 2017 'Re-Imagining Sharjah University City Map through Design and Digital Technologies'. Conference proceedings of AGG Anual Meeting "Digital\Human\Labour" in the Session of "Doing Digital Geographies" from 5-9 of April. Boston, US.
- 2016.** Cruz Megchun, B. (2016) 'Design as a Strategic Instrument in the UAE. 20th DMI: Academic Design Management Conference. Inflection Point: Design Meets Design Practice. Boston, US. ISBN 978-0-615-99152-8
- Cruz Megchun, B. & Istanbuli, M. (2016) 'Rethinking the Design of Multicultural Spaces. 20th DMI: Academic Design Management Conference. Inflection Point: Design Meets Design Practice. Boston, US. ISBN978-0-615-99152-8

- 2014.** Cruz Megchun, B. & Roldan, J. 2014 'Use of Urban interventions [place-practice] as a discourse for consolidating memory. A case study of Sharjah cricket players'. Conference proceedings of SIGRADI 2014 Design Freedom XVIII Congreso de la Sociedad Iberoamericana de Grafica Digital. Montevideo, UY. ISBN 978-9974-99-655-7.
- Cruz Megchun, B., Hermida, B. & Roldan, J. 2014 'Formal analysis methodology. Drawing as a thinking tool'. Crossing the line 2: Drawing in the Middle East. American University of Dubai. Dubai, AE.
- Cruz Megchun, B. 2014 'Using cyber applications in real time to raise awareness among students and professionals about sustainable methods, techniques and tools to make decisions during the development of processes, products or/and services'. Second International Conference on Sustainable Systems and the Environment, Sharjah, AE.
- 2013.** Cruz Megchun, B. 2013 'Design as a transformative force inside business organizations: A case study of a socio cultural center located in a marginal zone of Mexico City'. 2013 IEEE-Tsinghua International Design Management Symposium Conference Proceedings, Schenzhen, CN. 2013. ISBN 978-1-4799-1539-2.
- Cruz Megchun, B. 2013 'Do design management curricula meet current global and local practice in the UAE?'. 2013 IEEE-Tsinghua International Design Management Symposium Conference Proceedings, Schenzhen, CN. 2013. ISBN 978-1-4799-1539-2.
- 2012.** Cruz Megchun, B. 2012 'Design management as a leading resource to assist entrepreneurs in the development of technological innovations: Case evidence from small Mexican TBEs established in new technological industries'. Conference proceedings of International Design Management Research Conference. Boston, US.
- 2011.** Cruz Megchun, B. & Douglas, D. 2011 'Design management as an entrepreneurship resource in dealing with uncertainty and risk in technological developments in small Mexican TBEs in new technological industries'. British Academy of Management. Aston, GB.
- 2010.** Cruz Megchun, B. & Hands, D 2010 'The contribution of design management as a facilitator in achieving eco-efficiency with small Mexican TBEs in new technological industries'. 9th International conference in EcoBalance towards and beyond 2020. Tokyo, JP.
- 2009.** Cruz Megchun, B. 2009 'Is design management an asset for SMEs in developing countries?' D2B2 Tsinghua International design management symposium. Beijing, CN.
- Cruz Megchun, B. 2009 'Do Mexican designers have empathy with small and medium-sized enterprises' strategies and market necessities?'. 8th European academy of design conference. Aberdeen, GB.
- 2008.** Cruz Megchun, B. & Hands, D. 2008 'The importance of strategic design management in embedding ecodesign thinking within new product development activities in small and medium sized enterprises'. 8th International Conference in EcoBalance The challenge of creating social and technological innovation through system-thinking. Tokyo, JP.

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Cruz Megchun, B. 2008 'El diseñador como resultado de la relación intrínseca entre la teoría del diseño y su práctica en el Reino Unido y sus aportes a la educación en México'. 5 Congreso internacional diseño para la humanidad. Mexico City, MX.

Cruz Megchun, B. 2008 'The intrinsic relationship between eco-design and design management in the Mexican education'. CUMULUS working symposium Design, Olympics and harmony. Jinan, CN.

Cruz Megchun, B., Frias Peña, J. & Hands, D. 2008 'An investigation into how SMEs in Mexico value and utilize design within organizational activity'. DMI conference Design thinking: new challenges for designers, managers and organizations. Paris, FR.

2007.

Cruz Megchun, B. 2007 'An investigation into how a small Mexican TBEs in ecoenergy can improve its performance through the effective management of design'. KIDP and DMI International conference on managing design in global environments. Seoul, KR.

Cruz Megchun, B. 2007 'NEXTEL: Wearing the Olympic games' Mankiewicz. 100% design exhibition. London, GB.

Cruz Megchun, B. & Hands, D. 2007 'Como una pequeña EBT en ecoenergía puede mejorar su ejecución a través del uso efectivo del diseño' Conference proceedings of FORMA. Habana, CU.