

A few details about Marc

Personal Details

Name Marc Garcia Fortuny
Date of birth 22/03/1974

Profile

During day time, I'm a serious professional of service innovation and co-founder of We Question Our Project. I help governments and businesses to involve customers in actively creating new services, implementing them and communicating them simultaneously.

But at night, I go back to good old days of drumming at Jacinto Uncle. I love to rock!

Or is it the other way around? During my professional life, I rock. I'm a natural community manager and I love to involve people in crazy initiatives, such as Barcelona GovJam and Barcelona Service Design Drinks. At night, old as I am now, I stay seriously at home.

Education

Postgraduate degree in Innovation and Design Thinking @ Elisava, Barcelona School of Design and Engineering (2012).

MBA in Family-owned businesses @ EADA Business School, Barcelona (2000-2002).

Vocational degree in Graphic Design @ Llotja Advanced School of Art and Design (1994-1998).

Vocational degree in Graphic Design @ IDEP School of Design (1993-1994).

Languages

Spanish + Catalan, bilingual proficiency.
English, advanced professional competence.
Italian, advanced professional competence.
French, intermediate professional competence.

Work experience

Service Designer & Professional Questioner @ We Question Our Project
(2013 - current)

Service design and innovation studio that works mainly for local and regional governments. We design digital and non-digital services. Particularly, omnichannel services that make use of digital platforms, but are also rooted in compelling and meaningful face-to-face experiences.

Creative director @ Greening (2007-2014)

Design studio specialized in environmental communication and education for local authorities and business involved in managing urban environment. We developed multi-channel projects (print, video, interactive and space). deeply rooted in user research and crafted with eco-design criteria.

Creative director @ Swing (2004-2010)

Design studio that developed digital and multichannel projects for SMBs in the areas of hospitality, e-commerce, architecture, fashion and manufacturing.

Head of creative and communication department @ Nous Volums
(1999-2004)

I started and led the creative and communication department of an architectural firm. I coordinated a team of junior architects and designers in applying design principals and branding to architectural projects.