



Luis Roy

Global Leadership Digital, Innovation & Business

Work Experience

- **MANAGING DIRECTOR, GLOBAL HEAD OF DIGITAL DESIGN**
Brillio Technologies - US, EU, MX, IN | Apr 2023 - Present
 - Advancing our portfolio of clients in digital services including product design and creative services across US and EU.
- **SENIOR DIRECTOR, PRODUCT**
Accenture - Barcelona, Spain | Jun 2022 - Apr 2023
 - Leading end-to-end implementation of digital products for clients across EU.
 - Leading product innovation for our clients.
 - Leading vision and strategy for the product team- UX/UI design and delivery.
 - Managing budgets, costs and profitability aligned with global business targets.
- **EXECUTIVE VICE PRESIDENT - HEAD OF INNOVATION STUDIO**
Dr. Reddy's Laboratories - SP, IN | Aug 2019 - Jun 2022
 - Delivering innovative solutions and unique experiences to our users and customers.
 - Leading global innovation projects across Emerging Markets, USA and Europe.
 - Leading a strong design and strategy team to design innovative solutions in VUCA environments.
- **GLOBAL GROUP DIRECTOR**
PublicisSapient | Publicis Groupe - US, India | Mar 2017 - Jul 2019
 - Leading transformative consumer experiences (CX) for brands across multiple business sectors.
 - Partnering with global strategy and business teams to create successful outputs to our clients across multiple touch-points (omnichannel).
 - Driving vision and creative thinking to help with business goals.
 - Growing a team of 150 innovators and designers to deliver global quality products.
- **DESIGN DIRECTOR**
Landor&Fitch | WPP Group - Singapore, IN | Oct 2015 - Feb 2017
 - Directing excellent customer experiences through design crafts for global businesses in the South Asian market.
 - Leading creative teams to achieve impactful outcomes aligned with our stakeholders objectives.
 - Driving persuasion and vision to help clients beyond short business outcomes.
- **CX | UX LEAD**
Publicis Groupe - Singapore | Apr 2015 - Sep 2015
 - Setting-up the new User Experience team for Publicis SG.
 - Managing and implemented UCD (User-centred Design) processes across digital and omnichannel projects for Asia Pacific businesses.
 - Leading clients' workshops and mapping service blueprints and product vision.
- **ASSOCIATE DESIGN DIRECTOR**
Landor&Fitch | WPP Group - UK, IN | Apr 2013 - May 2015
 - Driving design thinking processes and workshops with stakeholders.
 - Leading design outputs for interactive experiences in e-commerce and retail.
 - Collaborating with strategy team to drive business outcomes with creative thinking.
 - Leading and delegating design and development teams to achieve results as per vision.
- **For my complete 21 years of work experience please visit my [LinkedIn account](#)**

Education

- **La Salle EMBA University Ramon LLull, Barcelona Spain**
EMBA 2002-22
Innovation & Digital Business Transformation
- **London Metropolitan University, London UK**
Architecture (B.Arch)
- **Central Saint Martins College of Art and Design, London UK**
Design and Communications BA Honours

Awards & Others

Design Jury at Kyoorius Designyatra 2018
Keynote Speaker at Design4India Nasscom 2018
Gold Winner Designomics Awards 2014
Accredited RIBA Part I by the Royal Institute of British Architects 2009
Certificate of Entrepreneurship & Innovation, University of Maryland USA
Certificate of Marketing, University of Maryland USA

contact

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🌐 www.luisroy.com

languages

| | |
|------------|-------|
| English | ● ● ● |
| Spanish | ● ● ● |
| French | ● ● ● |
| Portuguese | ● ● ● |
| Italian | ● ○ ○ |
| German | ● ○ ○ |
| Hindi | ● ○ ○ |

expertise

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|--------------|-------|
| Leadership | ● ● ● |
| Vision | ● ● ● |
| Innovation | ● ● ● |
| Management | ● ● ● |
| Strategy | ● ● ● |
| Design | ● ● ● |
| Storytelling | ● ● ● |
| Digital | ● ● ● |
| Data | ● ● ● |
| UI UX | ● ● ● |

sectors

Automobile
Retail & FMCG
Healthcare & Pharmaceuticals
Fashion & Apparel
Finances
Technology