



Rae Dominique, MEng
Senior Design Strategist
& Innovation Consultant

Portfolio



Rae Dominique, MEng

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EXPERIENCE

Rae Dominique Consulting (Freelance)

Senior Design and Innovation Strategist
2024 - Present

Seymourpowell

Senior Design and Innovation Strategist
2022 - 2024

Board of Innovation (BOI)

Strategic Project Lead
2022 FTC

Accenture Growth Markets

Senior Inventor
2021 - 2022

?What If! Innovation | Part of Accenture

Inventor
2018 - 2021

EDUCATION

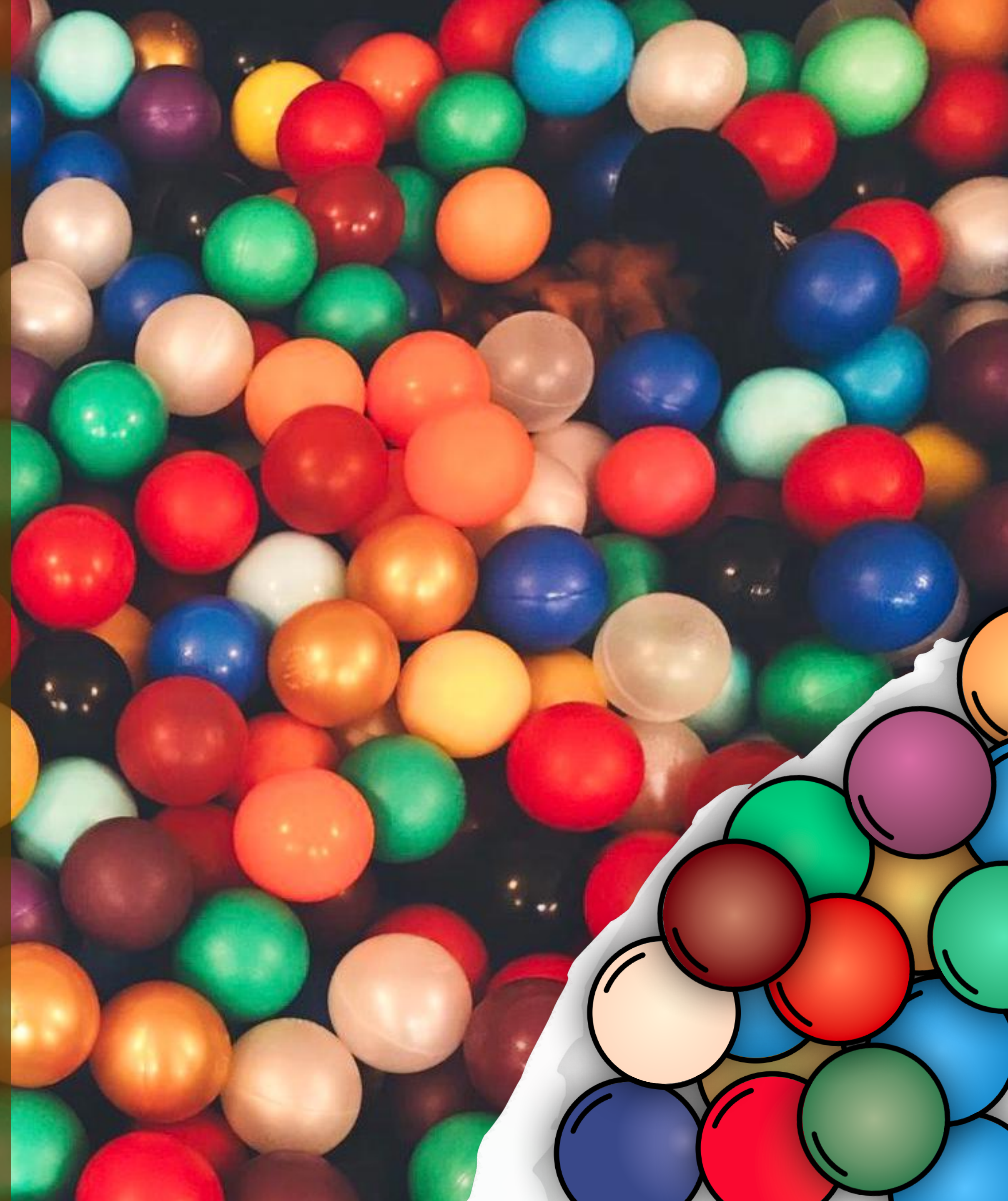
University of Warwick

Master, Mechanical Engineering
with Business Management
High 2:1 classification (Hons)
2008 - 2012

FRAMEWORKS

- Jobs to Be Done (JTBD)
- Double Diamond (adapted)
- Business Model Canvas
- Lean Canvas
- SWOT / PESTLE
- Assumption Mapping
- Wizard of Oz Tests
- Value Proposition Canvas
- Prototyping/ Experimentation

To me, innovation is like a ball pit. It's the blending of colourful perspectives, diverse insight, bold ideas, and unexpected collisions to form the bedrock of something new.



I lead design strategy and innovation projects to uncover ground-breaking insights, tangible human problem areas, and concept platforms designed to fuel real, sustainable growth.

Credentials



7+ 12 20

years of innovation
and design strategy
experience

12 blue chip
companies
supported

cities of learned
professional
cultural nuances

\$Bns 10000+

of potential
unlocked growth

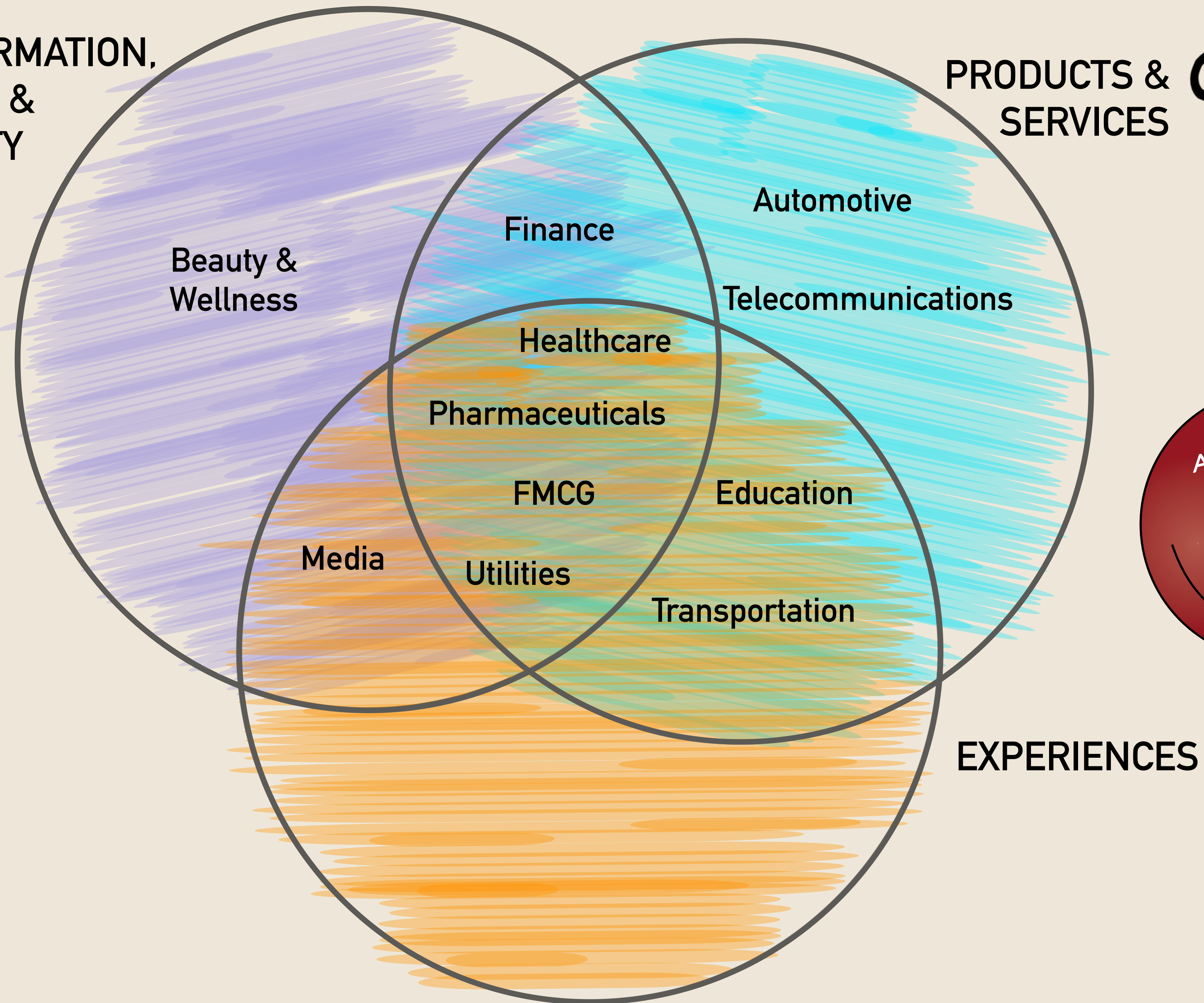
consumers, users and experts
analysed

A snapshot of the services I've delivered across key sectors in my career. Where possible, I try to include a world-class experience for clients or consumers as a way to inspire creativity and signal this is not BAU!

Sectors

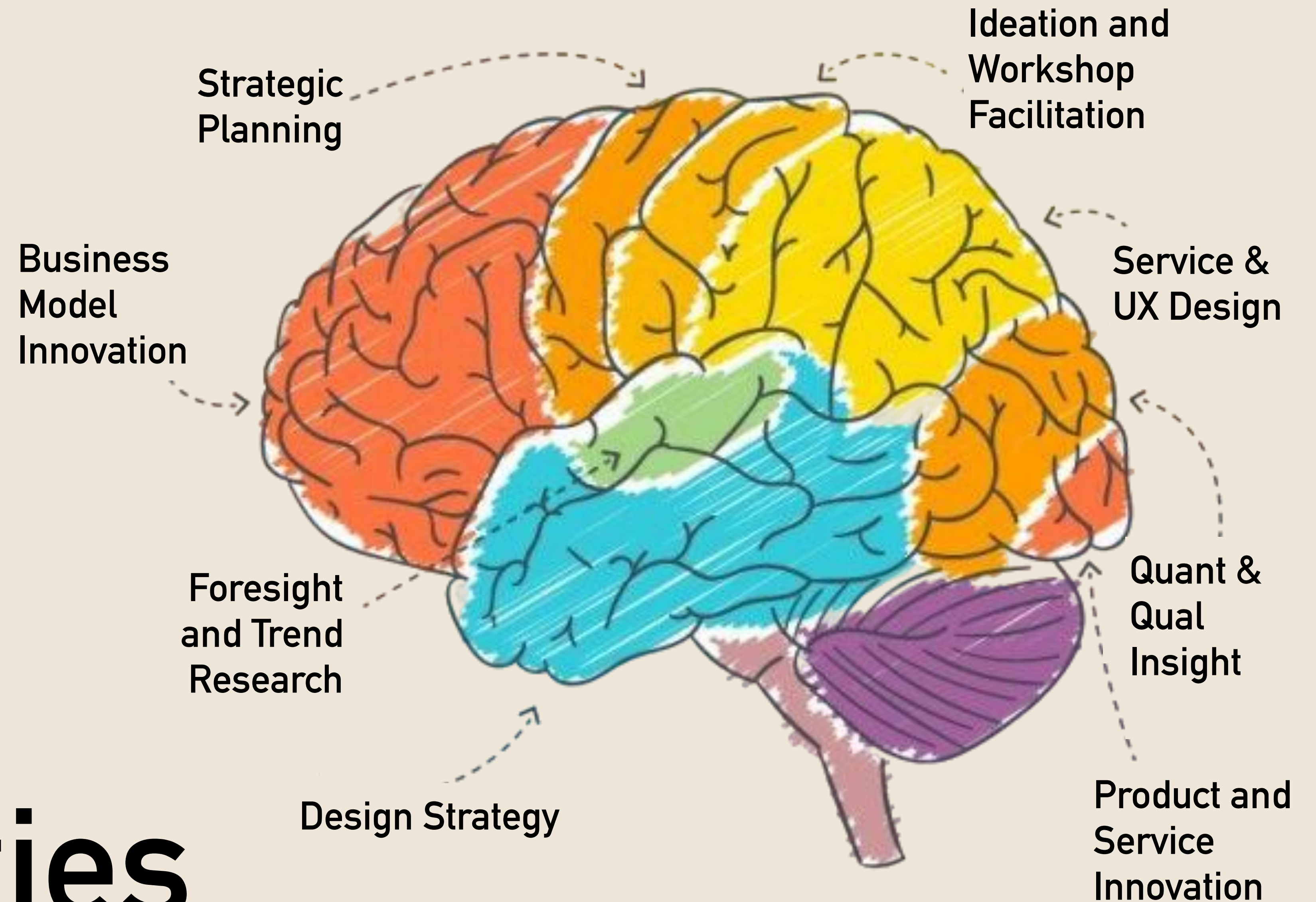
TRANSFORMATION,
STRATEGY &
CAPABILITY

PRODUCTS &
SERVICES



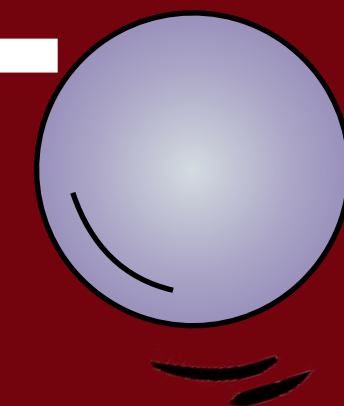
While insight and ideation are my core passions, I bring a sharp blend of strategic thinking, analytical rigour, innovation, and entrepreneurial drive.

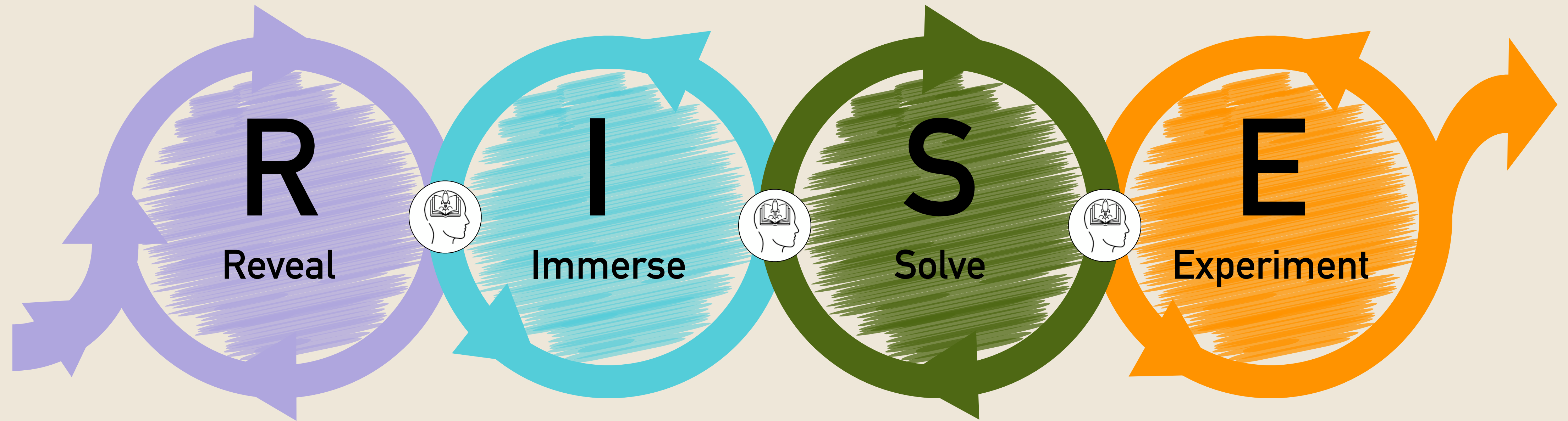
Capabilities



Approach

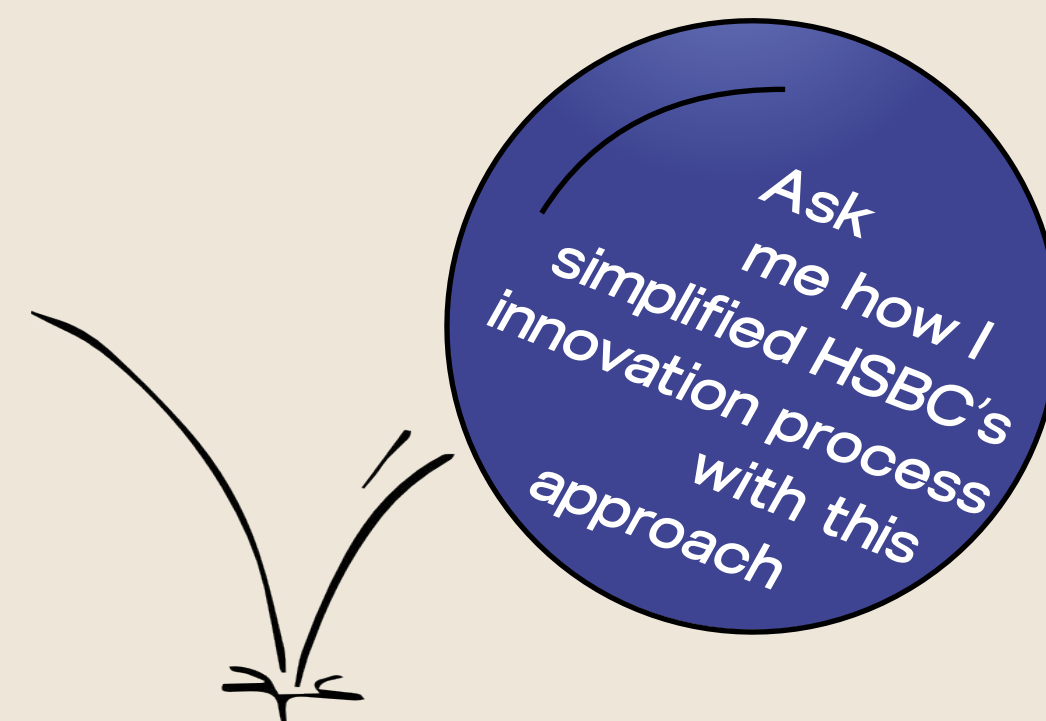
What if we stoppped
looking for answers at
the top and started
asking *better questions* at
the BOTTTM?

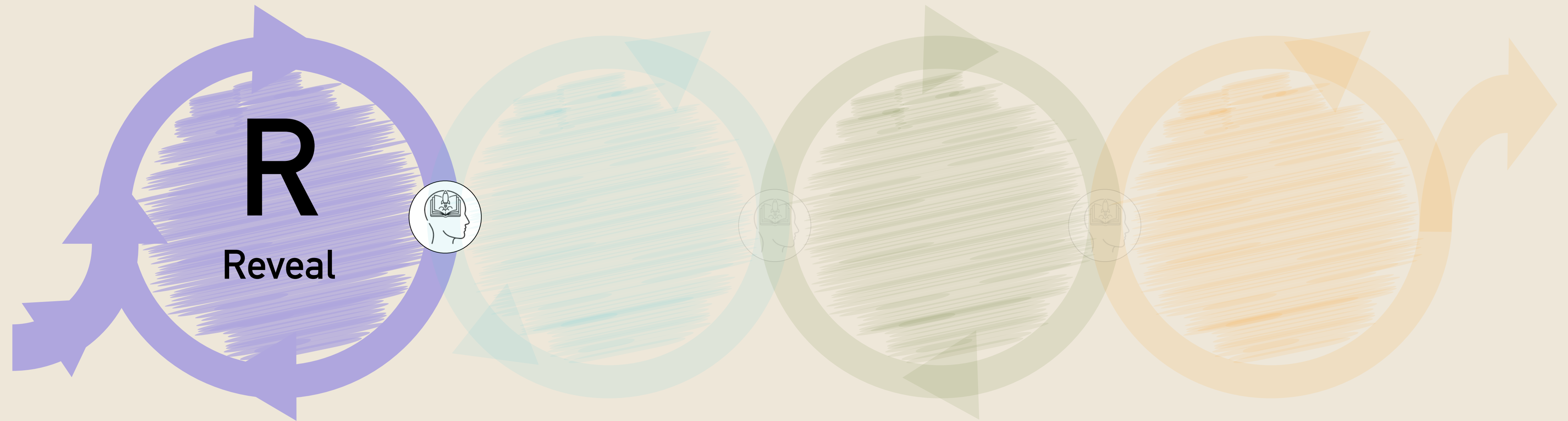




Traditional innovation often sees ideas cascade down from the top to those on the frontlines. I prefer to work from the ground up. The sharpest insights and boldest ideas often live at the edges- among overlooked staff, everyday users, and unlikely collaborators. My RISE approach acts as a reminder of this and creates structured space for the right mix of people to share insights, ideate, and experiment so what we build isn't just user-centred, it's user-created.

Process





This phase is all about getting smart around our challenge, the industry in question and our client in general. This phase is important for setting the direction we want to explore with our research.

Activities

- Project kick-off
- Innovation project management
- Innovation Capability upskilling
- Desk research
- Knowledge share
- Social listening
- Starter hypotheses

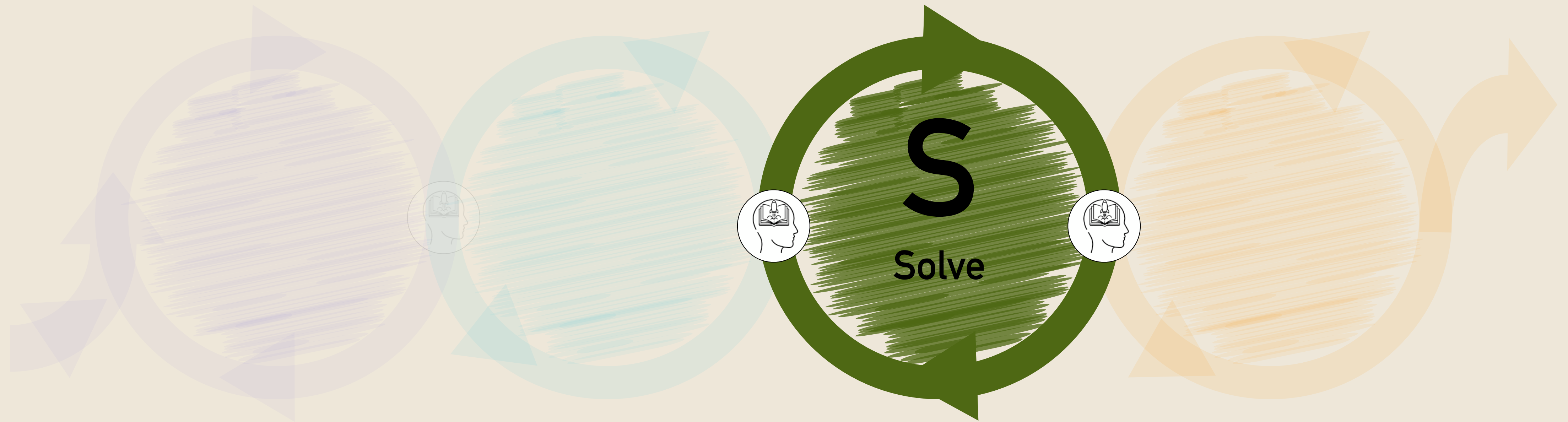
- Starter solutions
- Recruitment criteria
- Stakeholder interviews
- Competitor landscape mapping
- Cultural audit
- Trend-spotting



This phase is all about insight gathering- where we fill our knowledge gaps, uncover human problems, identify gaps in the market that we could exploit and inspire the next phase of the process.

Activities

- User insight gathering
- Expert insight gathering
- Design Ethnography
- User segmentation
- Persona Creation
- Discussion guides
- Inspiration Safari
- Insights synthesis
- Opportunity platforms

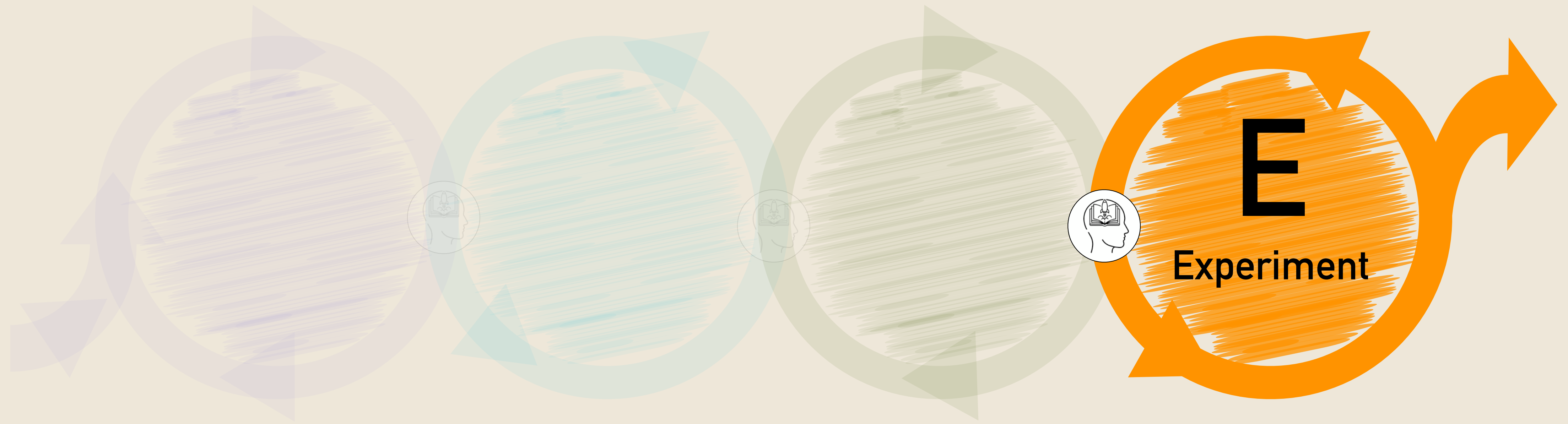


This phase involves coming up with different options to solve the problems or fill the gaps in the market that we identified. This is also where we refine the solutions we create to make them robust for testing.

Activities

- Inspiration stimulus
- Ideation workshops
- Innovation workshops
- Creative sprints
- Ideation tools
- Facilitation (inc musical)
- Assumption mapping

- Value proposition development
- Value proposition acceptance criteria
- Value proposition Instant Iteration
- White space innovation strategy



This is our validation phase- where we demystify the assumptions we have made with our solutions up to this point and confirm desirability with consumers before packaging up all our findings into a narrative that sells.

Activities

- Experiment planner
- Minimum viable product
- Create business case
- Commercial value sketch
- Solution blueprinting
- Solution DNA
- Storyselling
- Concept testing

I approach AI as a powerful partner in unlocking creativity, efficiency, and insight, but I never forget the human context. I use AI thoughtfully to augment decision-making, not replace it. I help clients explore its potential responsibly, ethically, and with a critical eye on bias, transparency, and accuracy.

AI



Inclusivity is at the core of my work. It's about who we design with as much as who we design for. I seek out diverse voices, challenge assumptions, and create solutions that are accessible, culturally aware, and reflective of the full spectrum of human experience. Inclusion is not a checkbox. It is a catalyst for better ideas and stronger outcomes.

Inclusivity



Sustainability is built into my consulting from day one. In strategy, experience design, or innovation pipelines, I weigh the long-term environmental, social and economic impact of every choice. I help clients find opportunities where doing good and doing well align, embedding sustainable thinking into daily operations and bold future visions.

Sustainability



Leadership & Culture

I lead beside people with openness, high standards, and collaboration - not above them. My leadership style is shaped by strong mentors and today's most thoughtful leaders:

- From Brian Chesky (AirBnB), I've learned to lead by staying close to the work and the people;
- Brené Brown taught me that trust comes from vulnerability and empathy; and,
- Satya Nadella (Microsoft) reinforces the value of curiosity and quiet, culture-shifting leadership.

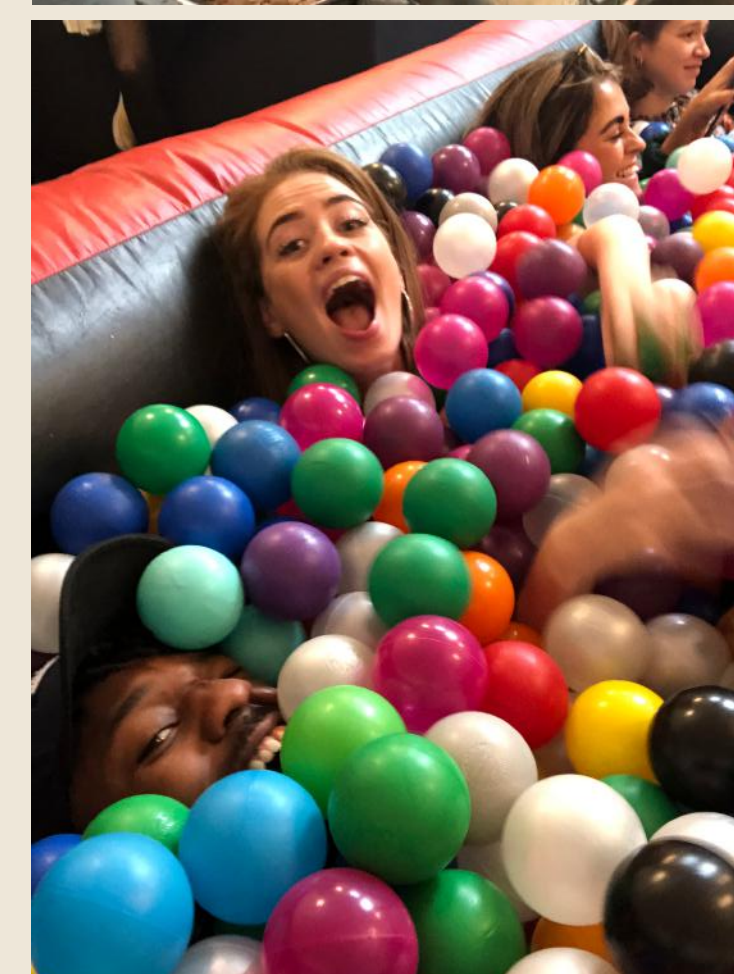
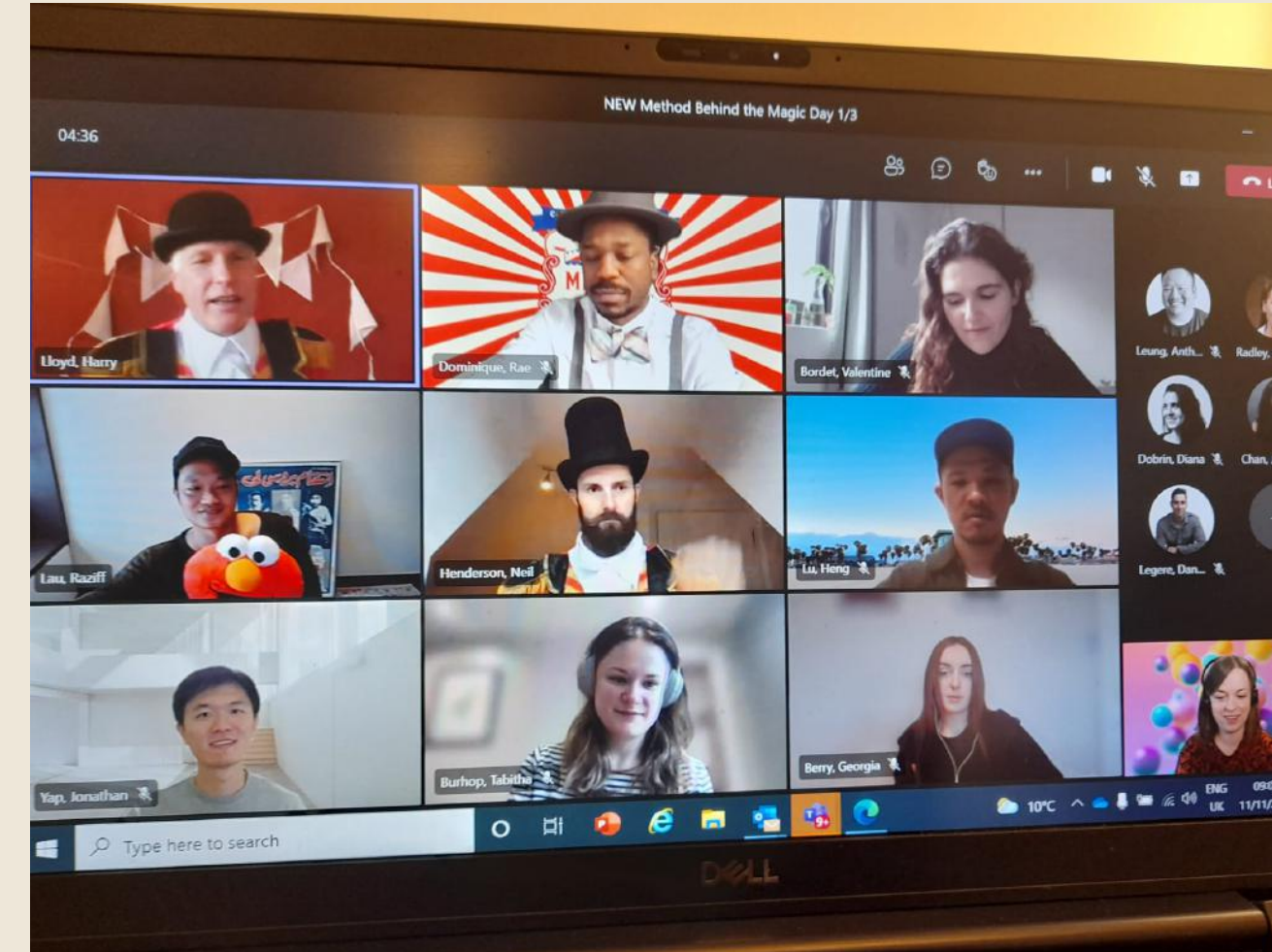
Leadership



While on the Growth Markets team during ?What If! Innovation's expansion, I helped shape the culture across offices in Brazil, China, Dubai and Singapore. I see culture-building as a collaborative design challenge, listening to local teams, finding shared values, and co-creating rituals that balance global consistency with local relevance. My goal is always to create spaces where creativity, psychological safety and entrepreneurial thinking thrive.

Culture

Ask me how I
created a space in
our office to
supercharge
experimentation



Case Studies



With trains nearing 60 years old, Amtrak is struggling to meet the expectations of today's passengers. The travel experience feels outdated, disconnected, and lacks the comfort or convenience modern travellers expect.

Modernising a *cultural icon* for Amtrak



Despite asking a high price for sleeper room tickets, the experience left customers feeling like train travel is no longer good value for money. This trend was very evident in dwindling traveller numbers.

Challenge



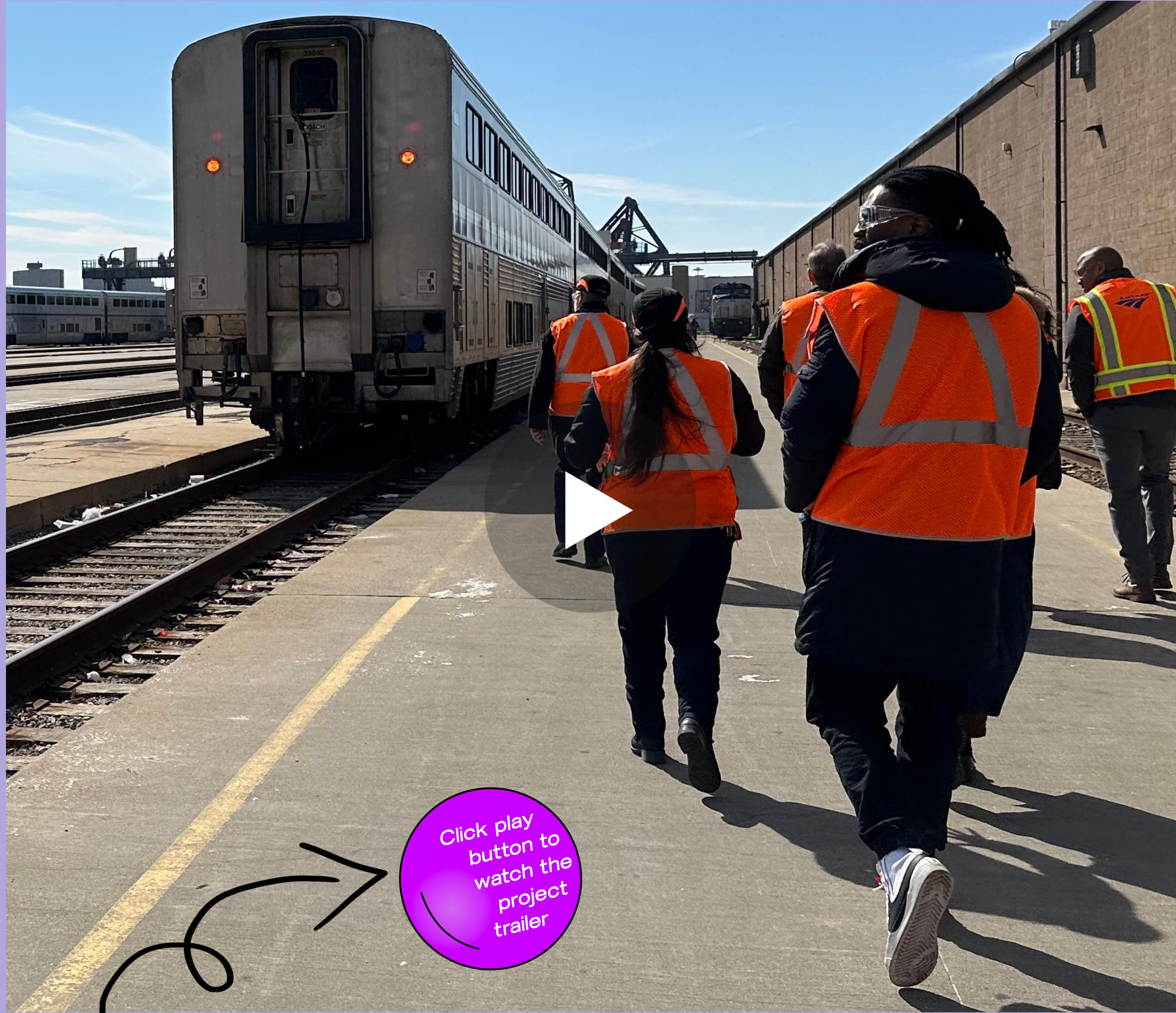
As Senior Design Strategist, I was lead on insight gathering activities required to support the redesign of the entire experience through in-depth research with a focus on identifying those signature moments that differentiated rail travel.

Process



7 cities
10 stations
2 depots explored
6 trains
121 h 11 m aboard
5801 miles
24 passengers interviewed
15 crew conversations
20 states crossed
6 days of ethnography

Journey



Click play
button to
watch the
project
trailer

Getting insight for this project was no walk in the park. Passengers were hard to recruit, with interviews squeezed between shifting train timetables. Crew interviews were even trickier. Strict Union culture and a suspicion we were “corporate spies” meant I had to earn their trust first. In the end, we uncovered powerful truths about sleeper train pain points and, with my design team, delivered a bold blueprint for a future-ready train experience.

Outcome



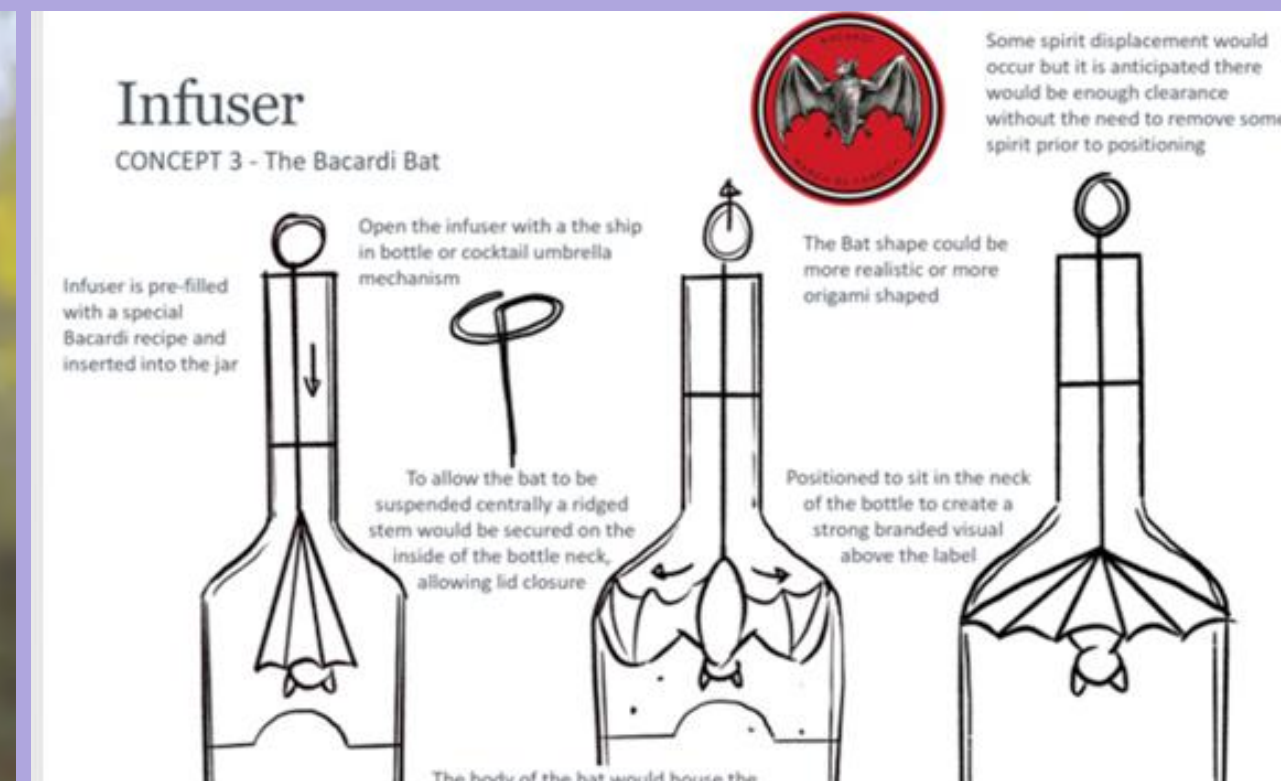


Bacardi had gotten into a habit of playing it safe with new products by avoiding uncertainty in big bets. They realised to stay competitive, they needed to rebuild their pipeline with disruptive innovation and simultaneously redevelop their innovation processes.

Building a \$775M *innovation pipeline* for Bacardi

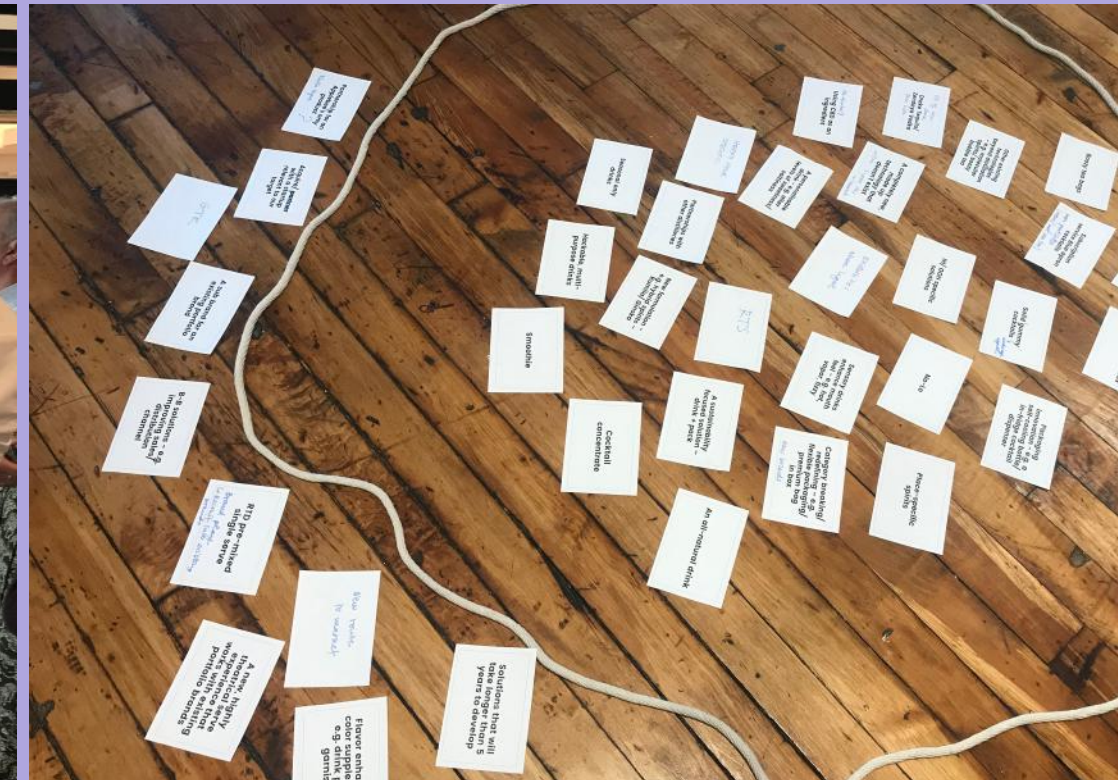
Bacardi's focus on incremental innovations in the 2010s was causing them to not see good ROIs. They realised their innovation team needed a new approach if they were going to introduce and effectively de-risk new concepts.

Challenge



As the Innovation Consultant on this project, my role was to create the right environments for learning and collaboration with the client team, experts and consumers. I also supported the innovation process with ideation, facilitation and concept development with a special focus on commercial viability.

Process



3 cities
21 face to face interviews
1300+ survey responses
2000+ consumer data points
5 opportunity areas
1 Shark Tank cocreation
18 days abroad
...**2** bottles of unreleased
cigar rum

Journey



My team and I delivered above and beyond for Bacardi, by not only inventing groundbreaking new products for their pipeline but also upskilling their team in innovation capabilities and experimentation.

Over 100 ideas were generated in our workshop with 10 of them being developed into concepts. After over 30 iterations of these concepts, 5 were taken to the experimentation phase for testing and de-risking.

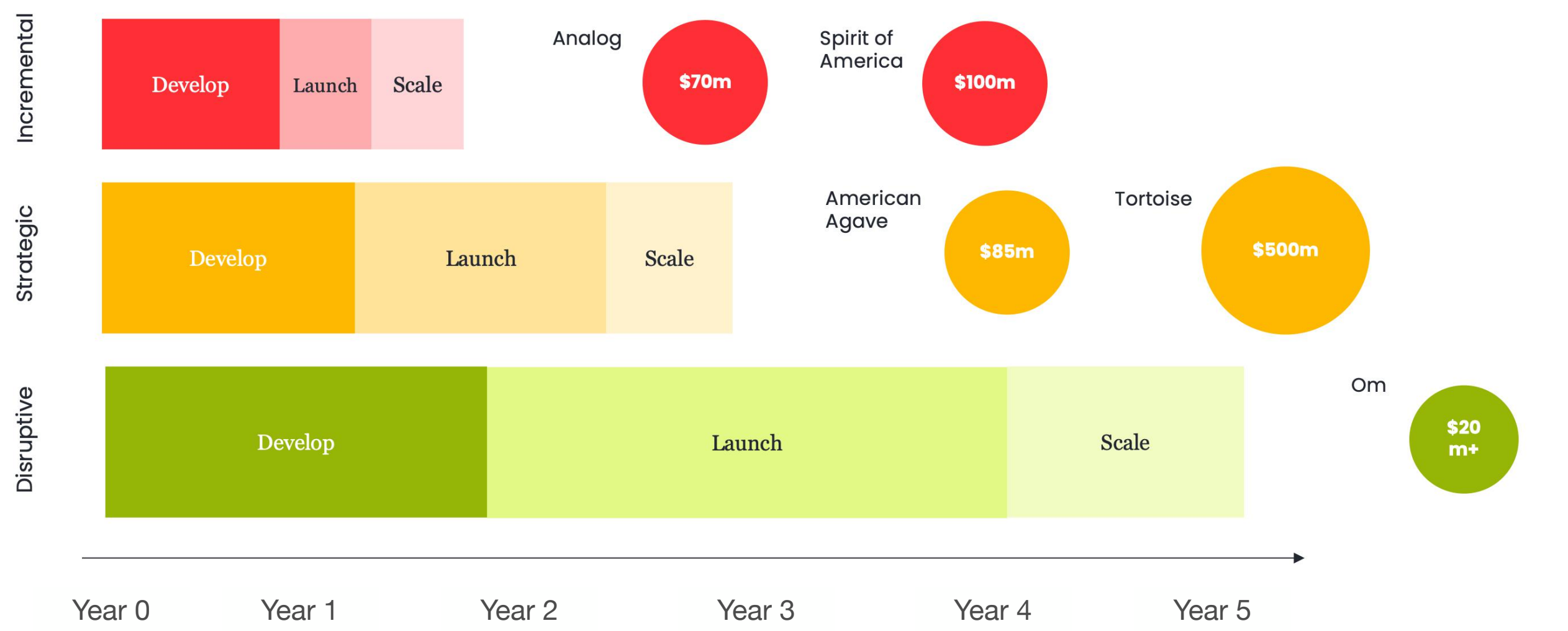
The total potential revenue for the 5 prioritised concepts amounted to \$775M with an average purchase intent of 68%.

Outcome

Our pipeline at a glance



What the future looks like



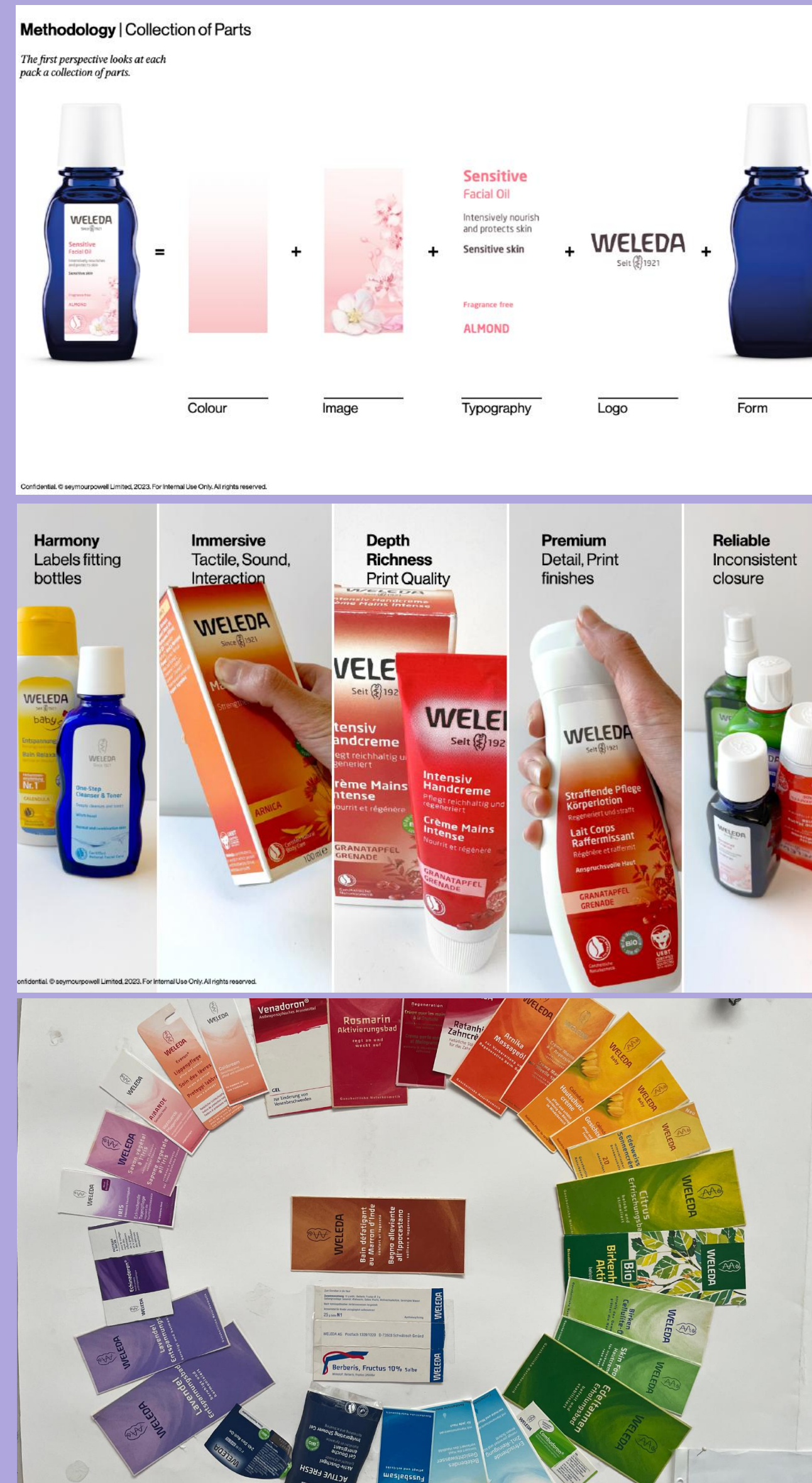


2024 was a tough year for Weleda. Sales were down, their customer base was ageing, their organisation was fragmented structurally and their brand identity had become highly diluted. The brand identified a need to reestablish who they were in the skin care market.

Redefining Weleda's *Brand DNA*

Weleda has a wide range of products, each sitting under their own business units. This has lead to brand identity inconsistencies and a deviation from their intended positioning- premium natural wellness products. Our job was to find the DNA that brings their various product lines together in a way that resonates with consumers.

Challenge



I was project lead on the Discovery phase of the project which included stakeholder interviews, pack audit, and trend forecasting. I was also responsible for the brand fans immersion work-stream consisting of a full analysis report and two videos focusing on both brand and packaging.

Process



6 in-depth interviews
3 insight areas explored
(brand, pack, experience)
540+ mins of footage
2000+ consumer data points
18 themes uncovered
20 recommendations made

Journey





Following the other phases of work on this project, my team and I were able to deliver a new brand DNA to Weleda which they used as the foundation of the strategy work needed to steer the business in a profitable new direction. The work I delivered on the brand fans immersions was a pivotal asset in these strategic discussions as it kept senior leaders grounded in what is most important to the brand from a consumer perspective - not just based on their business objectives.

Outcome



WELEDA Since 1921 01. The Brand

Everything that goes into their products is natural.



WELEDA Since 1921 02. Packaging

that's not the case with Weleda.



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Let's chat