

# THE TEAM



**Alida Draudt** has 7 years experience working as account director and brand strategist at design and innovation firms up and down the west coast; currently she is consulting for Capital One as a future-facing design strategist. Alida is a graduate student in CCA's MBA of Strategic Foresight program, a pattern finder and perpetual explorer.



**Leticia Murray** has 10 years experience working as a Commercial and Residential designer, and more recently is a Co-founder and Director of Operation for a non-profit organization dedicated to providing creative solutions for alternative models of land use and ownership. Leticia is pursuing an MBA with a focus in Strategic Foresight at CCA.



**Kwan Komain** is passionate about bridging marketing knowledge with her design skills to create innovative thinking which enhance people's every day life as a Hybrid Thinker. With her professional background in many areas of design such as visual design, event design and interior design, she aims to combine a power of design with marketing strategies to engage customers in a deeper level. At CCA's MBA program in Design Strategy, Kwan hopes to master the tools to make changes and move beyond profit.



**Zoé Bezpalko** With a master's degree in environmental engineering, Zoé worked several years in emerging countries to help local and international designers and manufacturing companies creating sustainable products and innovations. Currently studying an MBA in Design Strategy at CCA and working at the Autodesk Foundation supporting organizations using design for social and environmental impacts, she believes in the smart use of technology as a key for solving global issues.———