PECULIAR
DESIGN | CAREER | HAPPINESS

Design Thinking and the Science of Happiness Applied to Well-being and Career Paths

A curated hands-on experience for college students, researchers, and professors

Proposal Overview

How might we help students, researchers, and professors find happiness, well-being, and success in their lives and on their professional path?

Self-awareness

In today's connected and globalized world, everyone feels under pressure from the always-urgent and ever-growing demands. Many don't take care of their well-being, resulting in stress and burnout.

People feel anxious and intimidated by the countless possibilities and barriers of the job market. They often have difficulty recognizing their aptitudes and how to present their abilities as they try to choose life paths that aligns with their purpose.

Moreover, in the ever-escalating nature of the global economy, everyone feels pressured towards success rather than fulfillment.

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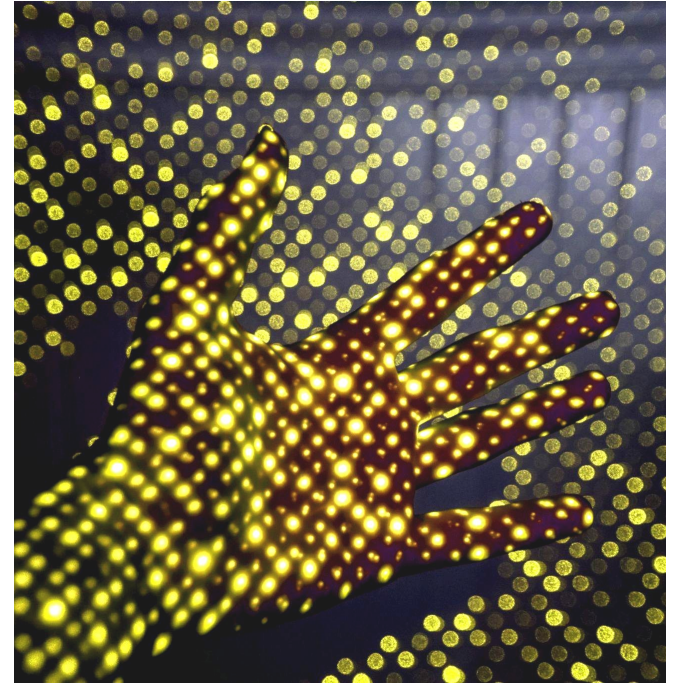
Experimentation

What if it was possible to discover and implement new habits that bring more meaning and purpose to life?

What if it was possible to evaluate opportunities based on where to find inspiration and test them quickly, inexpensively, and risk-free before setting a course?

What if it was possible to try paths to see if it makes sense before investing several years of life in a direction?

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Creative Confidence

This is possible by combining a **Design Thinking** approach with the **Science of Happiness.** In this process, time is taken for self-knowledge, to explore possibilities, to plan an experiment, and to perform simple tests.

During the exploration phase, people acquire self-awareness, creative confidence, and critical analysis that help to think outside the box and beyond the obvious. They begin to perceive abilities and ways of processing aptitudes, taking into account possible life paths.

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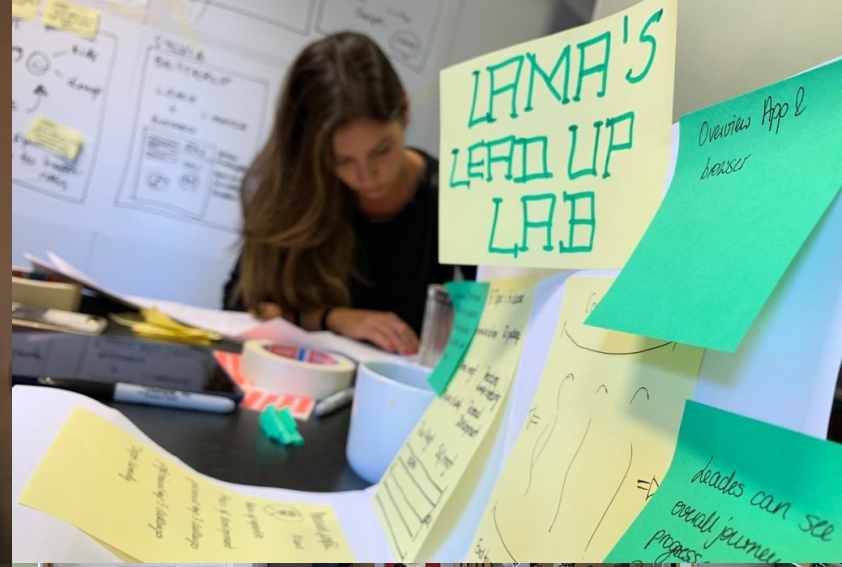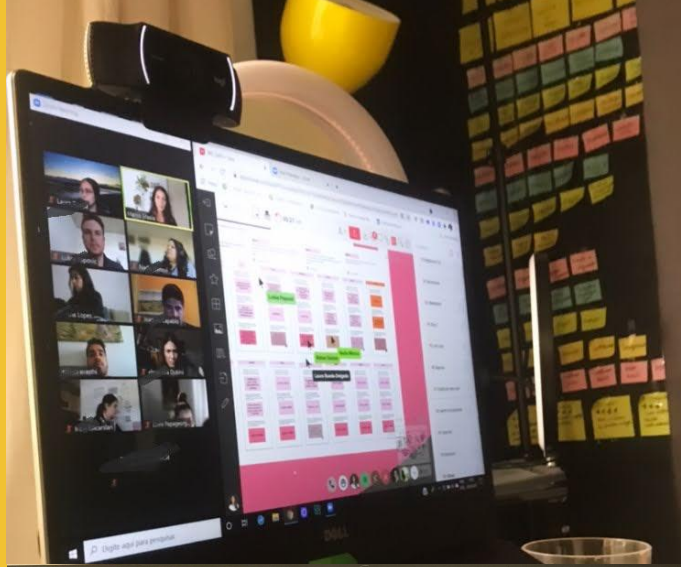DESIGN | CAREER | HAPPINESS

Possibilities

As a result, the person gains insights that align with their goals and personal compass.

They feel more confidence to answer tough questions:

- Which way do I want to go?
- What connections will bring about the changes I want in life, and how can I test ideas to see if it's the best way?
- Is this path linked to my idea of happiness and success?
- How can I make my daily life happier with these ideas?

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Discovery
Creativity
Goals
Aptitudes
Skills
Purpose
Career
Empathy
Happiness
Profession
Well-being
Connection
Success

Workshops

Peculiar Design offers practical workshops focused on well-being, happiness, and professional choices, seeking to bring new points of view to each person's life project.

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Career & Happiness Workshop

Our workshops are developed to help people create and achieve happier lives and careers. Participants acquire knowledge, experience, and confidence in choosing their professional path. They engage in practical activities to develop self-awareness, set goals, explore and test career options, while trying science based happiness activities. It is an approach with six steps and several tools designed to give career (and life) superpowers. They can be taught online and in-person.
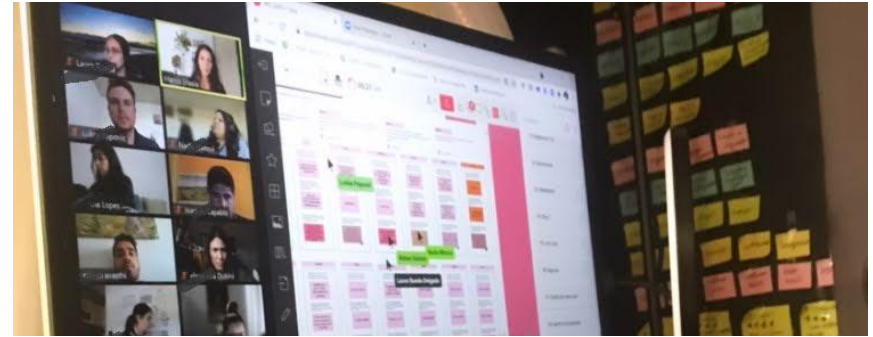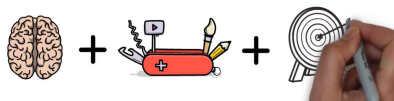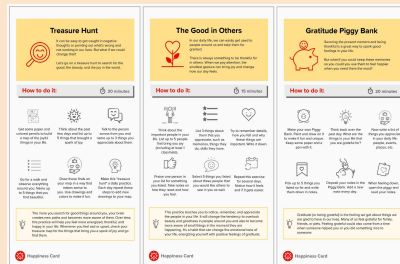
Classes and Tools

CLASSES

Classes with explanations about the main concepts and practices (live or recorded).
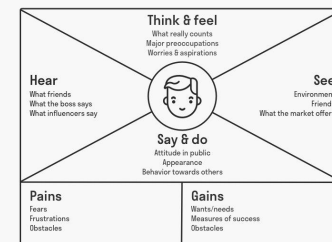
TOOLKIT

All participants have access to a toolkit that includes a detailed step-by-step of each practical exercise.

MEETINGS
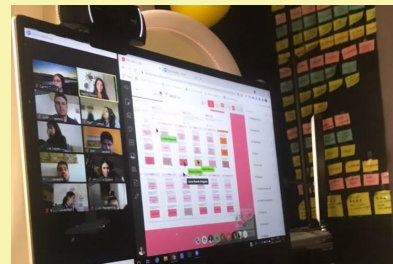
During meetings, a facilitator answers questions and enables participants to learn from each other.

TEMPLATES

Some practices come with a template to support and guide the activity.

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Our Approach

DESIGN THINKING

Design Thinking is a process and toolset for solving problems by prioritizing people's needs and motivations above all else. It is based on observing, with empathy, how people interact with their environments.

DESIGN SPRINT

Design Sprint is a process that uses Design Thinking and has a well-defined time, set of tasks, and a group of participants to develop innovative projects and solutions in a short time.

SCIENCE OF HAPPINESS

The Science of Happiness is the scientific study, within the field of Positive Psychology, that analyzes and proposes practices for the happiness and well-being of people.

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Our Process

1. DISCOVER

2. DEFINE

3. EXPLORE

4. PLAN

5. TEST

6. REVIEW

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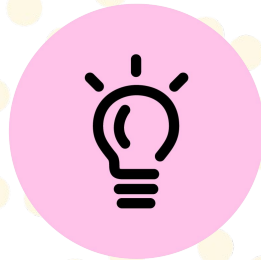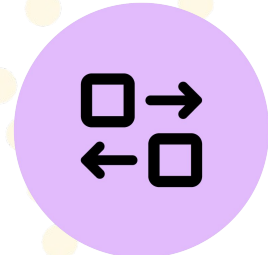
Discover & Define

REDISCOVERING THE SELF

At this stage, each participant engages in activities of self-exploration. They identify and analyze aptitudes, dreams, and personal desires, as well as their own definition of well-being, happiness, work, and success.

DEFINING GOALS

By choosing goals and identifying barriers, participants select an area of their life to explore further.

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Explore & Plan

EXPLORING POSSIBILITIES

Using images and words, each participant creates a mental map linking ideas that lead to new possibilities within the area of interest.

CREATING A PLAN

With the vision of the whole, participants create a plan to explore a deeper path, experiment, and learn from the experience.

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Test & Review

TESTING ALTERNATIVES

At this stage, each participant performs an "experiment." For instance, they may repeat a gratitude exercise for two weeks, visit an organization, attend a lecture, talk with a professional, or engage in volunteer work.

REVIEWING THE EXPERIENCE

Finally, participants assess what they liked or not, analyzing information and sensations about their choices, in addition to planning a new experiment focused on verifying their assumptions and planning clear actions for the future.

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Option 1 - Facilitated Workshop

Workshop Description	This workshop supports students on exploring the concepts of well-being, happiness, and success on their lives. They experience new life and career paths.
Workshop up to 15 participants online and 30 in-person	● 4 meetings of 3 hours each - online (12 hours total).* ● Access to additional content and materials for download and printing. *Check options for recorded classes
Investment	● TBD by option (live, recorded, in-person)

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Option 2 - Train & License Facilitators

Workshop Description	This workshop trains facilitators to perform workshops that help students explore the concepts of well-being, happiness, and success so they can experience new life and career paths.
Workshop online or in-person (up to 15 participants)	● Rights to teach the content and use copyrighted materials for 1 year. ● 2 meetings of 3 hours each - online (6 hours total). ● Access to additional content and materials for download and printing.
Investment	● TBD by option (live, recorded, in-person)

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Júlia Dias - *Facilitator*

Roberto Faller - *Facilitator*

Product designer, specializing in strategic design and the science of happiness. Julia's work focuses on helping people find the job they want and build a happier day to day. She has worked with several international companies, including Sanremo, Termolar, Unknowns (France), NTNU and Løpe Design (Norway), and as a partner/founder of several startups. She is currently a partner at Peculiar Design and a professor at Enihilo Frankfurt).

linkedin.com/in/juliadias/

Combining design and research to reveal the personal and human side of our everyday experiences, Roberto enjoys creating products, games, and services that engage audiences in a meaningful way. He holds a PhD in Design from the Illinois Institute of Technology, where he has worked on large-scale projects for various initiatives, including incubator spaces and cancer prevention services. Roberto honed his analytical and leadership skills by earning a BS in Industrial Mechanical Engineering and a Masters in Materials Engineering. A former professor of product design, Roberto skillfully applies User-centered design principles to develop and test new concepts and bring new ideas to life.

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Pavlo Bazilinskyy - *Developer*   # Marco Masia - *Training Expert*

Pavlo Bazilinskyy is an assistant professor at TU Eindhoven focusing on AI-driven interaction between automated vehicles and other road users. He finished his PhD at TU Delft in auditory feedback for automated driving as a Marie Curie Fellow, where he also worked as a postdoc. He was the head of data research at SD-Insights. Pavlo is a treasurer of the Marie Curie Alumni Association (MCAA) and was a director of the Research and Innovation unit of the Erasmus Mundus Association (EMA).

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Expert of Academic Entrepreneurship, Marco is technology transfer manager at the University of Vienna. He is also founder and managing director of MARMAS GmbH, a company working at the intersection between research, innovation, and policy. Earlier he worked as Executive Coordinator of the Initiative for Science in Europe, and as Assistant Professor of Theoretical Chemistry at the University of Sassari, Italy. He holds a PhD in Physics (Polytechnic University of Catalonia, Spain) and an executive MBA (Frankfurt School for Finance & Management, Germany).

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Johnny Nolen - *Facilitator*

Striking the perfect balance between data-driven and people-focused, Johnny strives to elevate those around him through human-centered design. Johnny has 17 years of business leadership experience and currently serves as Executive Director for Community Action Partnership of Sonoma County (CAPS), a local chapter of a national anti-poverty non-profit. With a background in biochemistry, Johnny has a passion for building dynamic, integrated systems that are effective and intuitive to manage. His proven operational strategy ensures organizational longevity by championing financial and ecological sustainability and prioritizing employee-positive work spaces.

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