

# Debbie Estwick

Pleasant View Drive, Cave Hill,  
St. Michael, Barbados  
Tel: 246 245 8834 | E-mail: [hello@destwick.com](mailto:hello@destwick.com)  
[www.linkedin.com/in/destwick](http://www.linkedin.com/in/destwick)  
[www.debbiestwick.com](http://www.debbiestwick.com) | [www.flourishingbydesign.com](http://www.flourishingbydesign.com)

## EXPERIENCE

### FLOURISH BY DESIGN

**PRESENT**

#### Director, Innovation, Brand & Design Strategy

**April 2023 - Present**

Life Centred Design Thinking & Innovation Facilitation | Project Design & Development | Project Management | Strategic Brand Design | Experience Design | Marketing Communications

**Business Design & Development Lead, Nudge Caribbean\* (Contracted): Driving Nudge's social innovation goals, identifying and negotiating partnerships**

\*Nudge is a social enterprise powered by Massy, a conglomerate (over 85 years) operating in the majority of the English speaking countries of the Caribbean

**Presented at Government's "Development of a National Science, Technology and Innovation Policy for Saint Vincent & the Grenadines" programme**

**Moderated UNESCO "Designing Development" session on design and intellectual property, "Solving problems profitably. Design and its crossroads"**

### BARBADOS INVESTMENT & DEVELOPMENT CORPORATION (BIDC / EXPORT BARBADOS)

**JULY 2017 - APRIL 2023**

#### Business Development Officer, Design Economy (Ag.)

**August 1, 2022 - April 2023**

Project Development | Project Management | Design Strategy | Design | Workshop Facilitation | Creation of Facilitation Tools and Materials (multimedia, other digital tools) | Product Development Facilitation | Capacity Building

**Project Lead: Phyto-innovation Challenge & Workshop\* - Evolving our indigenous apothecary (workshop and challenge development in partnership with the University of the West Indies, Cave Hill Campus)**

\* Included initial conceptualization, business analysis; project design and charter; stakeholder engagement; partner onboarding; collaborating with subject matter experts to further develop the project activities and benefits; project management; marketing communications

**Awardee: CEO's Team Award**

### Information Specialist

**December 2018 - July 2022**

Brand Management | Digital Media Assets Management (including website & social media contracts) | Marketing Communications Strategy | PR | Special Projects | Design Strategy/Thinking | Policy and Procedure Writing (digital assets) | Workshop Facilitation | Innovation Programme Development & Marketing | Partner Onboarding & Fund-raising

**Editor & Lead, Biolsland Magazine: Gathered local, regional and international actors across the innovation ecosystem; initiated creative approaches to foster connections, linking scientist/designer contributions to introduce visualizations of potential consumer products from opportunities for applied research**

**Country Lead: ClimateLaunchpad Barbados (EIT Climate-KIC initiative)\*, in partnership with the Caribbean Climate Innovation Centre (CCIC)**

\* European Institute of Innovation and Technology (EIT) Knowledge and Innovation Community (KIC)

**Marketing Communications Lead & Advisor: Innovate (Barbados Conference & Campaign), Create (Product Development), Accelerate (Grant Funding)**

### Design Adviser

**July 2017 - November 2018**

Workshop Facilitation | Graphic Design | Event Experience Design | Digital / Multimedia Design and Management | Brand Development | Communications | Project Management | Innovation Challenges

**Published Academic Author: Authored a paper "A Case for Caribbean Design Principles" that was published by the Design Research Society (DRS)\***

\*DRS is the longest established, multi-disciplinary worldwide society for the design research community. The paper proposed principles for good Caribbean design that could aid design contributions to business and export development and inform design policy for innovation, resulting in social, cultural, environmental, technological and economic benefits.

**Project Development & Management: 2017 & 2018 Blue Flame Innovation Challenges - Bridgetown 2030 and Hackathon (partnered with IBM)**

**Core Planning Team: Innovate Barbados (2017, 2018)**

**Awardee: CEO's Team Award (2017)**

### UNIVERSITY OF THE WEST INDIES, ANTIGUA OPEN CAMPUS

**SEPTEMBER 2020 - 2023**

#### Adjunct Instructor

**Online / Remote, Antigua**

Continuing (Adult) Education Course: Fundamentals of Digital Marketing

Online

Continuing (Adult) Education Course: Essentials of Brand Positioning and Identity

Online

**DEBBIE ESTWICK CONSULTING**

Design &amp; Brand Strategist

**JUNE 2016 - PRESENT**

Trinidad, International

Introduced "De Sign Books": A circular economy experiment for the removal and repurposing of used fete (party) signs into bespoke products.\*

\* De Sign Books addressed a local environmental challenge, generated new product development, identified employment stimulation opportunities, retailed in two local stores and sold online, contributing to exports.

Co-founder of Design Objective (non-profit, Trinidad): A design membership association whose core functions were to Document &amp; Archive, Promote &amp; Educate, Celebrate &amp; Recognise, Build Community &amp; Outreach

**UNIVERSITY OF THE WEST INDIES, ST AUGUSTINE CAMPUS**

Adjunct Lecturer

Undergraduate Courses: Design Lab II | Design Lab III

Postgraduate Course: Critical Perspectives in Design Management

**SEPTEMBER 2015 - APRIL 2017**

Trinidad

Trinidad

Trinidad

**UNIVERSITY OF THE SOUTHERN CARIBBEAN (USC)**

Director, Integrated Marketing Communications (IMC)

Developed and implemented IMC strategies with oversight for the Main Campus, 2 extension campuses and 4 satellite campuses across the Caribbean

USC Technology Committee Member: Advised the President and the Director of the Information Communication Technology Department relative to the operating policies and priorities for information communication technology for the University.

App Producer, USC Mango Splatt: lead production and design of an informative marketing and recruitment gaming app and learning experience to teach users about the University in a culturally relevant, virtual play environment.

**JANUARY 2013 - NOVEMBER 2015**

USC Adjunct Lecturer

Postgraduate Course: Cultural Diversity and the Internet

**September 2014 - December 2014**

Trinidad / Online (Blended course)

**ETHNIC VISION INC.**

Senior Brand &amp; Innovation Strategist

Local / Regional Account Management | Brand &amp; Innovation Strategy Development | Project Management | Campaign Development | Marketing Communications | Measurement &amp; Evaluation

**MARCH 2011 - JUNE 2012**

Barbados, Regional

**EDUCATION****MASTER OF ARTS, DESIGN & BRANDING STRATEGY**

Brunel University

Grade: with Distinction

**LONDON, UK**

2009 - 2010

**BACHELOR OF FINE ARTS, GRAPHIC DESIGN**

Barbados Community College

Grade: First-class Honours

**BARBADOS**

2005 - 2008

**LICENSES & CERTIFICATIONS****CERTIFICATE IN ECONOMICS OF INNOVATION FOR THE CARIBBEAN REGION**

Compete Caribbean

**REGIONAL**

September 2023

**ENTRY CERTIFICATE IN BUSINESS ANALYSIS™**

International Institute of Business Analysis (IIBA)

**INTERNATIONAL**

July 2022

**EDX VERIFIED CERTIFICATE FOR PROJECT MANAGEMENT FOR DEVELOPMENT**

IDBx (Inter-American Development Bank)

**INTERNATIONAL**

December 2021

*References available on request*