



На **05.09.2017** г

**доц. Едуардо Миранда** от Университета на Карнеги Мелън, Пенсилвания,  
САЩ, ще изнесе публична лекция по покана на

Университетски комплекс по хуманитаристика "Алма матер".

на тема:

## Is Design Thinking the new Agile?

в „**Огледалната зала**“ на Софийски Университет, Ректорат, бул. "Цар Освободител" 15  
от **17:00** часа.

Design Thinking is the new X factor in the world of business, government and education. All kinds of organizations, whether commercials such as IBM, SAP and Cognizant, governmental like the Design Council of the UK or educational such as Harvard and Stanford are adopting or offering courses on it. According to Google Trends, searches for the term "Design Thinking" have grown five times since 2004. Its proponents credit it with success in developing new products, solving social problems, designing new business models and improving existing processes. The phrase however remains elusive to a single definition.

In his research, Prof. Miranda has found that design thinking is viewed from either of three perspectives. The first refers to the attitude with which designers in the disciplines of architecture, urbanism and industrial and graphic design typically attack a problem; such attitude is deemed characterized by visualization, intuition and action as opposed to analysis, planning and the search for control and stability, attributed to the disciplines of engineering and management. The second, entails a group process, generally multidisciplinary, focused on the user and with an early validation for the identification of problems and the generation of solutions and the third a toolbox encompassing visualization and creativity tools.

This talk will introduce participants to these three perspectives, propose a theory of why design thinking might work and link it to the agile approaches for software development.





Dr. Miranda is an Associate Professor at Carnegie Mellon University. He teaches courses in the Master of Software Engineering Program and at the Tepper Business School. He also collaborates with the QUELCE (Quantifying Uncertainty in Early Lifecycle Cost Estimation) initiative at the Software Engineering Institute.

Before joining Carnegie Mellon Dr. Miranda worked for Ericsson where he was instrumental in implementing Project Management Offices (PMO) and improving project management and estimation practices. His work is reflected in the book “Running the Successful Hi-Tech Project Office” published by Artech House in March 2003.

Dr. Miranda holds a PhD. in Software Engineering from the École de Technologie Supérieure, Montreal and Master degrees in Project Management and Engineering from the University of Linköping, Sweden, and Ottawa, Canada respectively and a Bachelor of Science from the University of Buenos Aires, Argentina. He has published over fifteen papers in software development methodologies, estimation and project management.

Dr. Miranda is a certified Project Management Professional and a member of the PMI and the IEEE.

Other relevant information:

<http://mse.isri.cmu.edu/software-engineering/Faculty/miranda-eduardo.html>

