



MCA Awards 2018 Finalist

Young Consultant of the Year

Luis Delgado, IBM

Luis is a Strategy and Experience Design Consultant for IBM Interactive Experience, the UK's largest digital agency. He joined consulting from a marketing and advertising background in 2014 with views towards bringing the customer to the centre of the software development process through a design-driven culture.

During his recent time as a consultant, Luis has focused on leading the functional design for an award-winning banking application and producing an omnichannel customer segmentation framework for an insurance company. His most recent achievements include leading the accessibility design for Nationwide's mobile banking application to achieve an AA rating accreditation – the first bank in the UK to do so. This has raised the profile of IBM and the client, with the application being ranked the number one Banking App in Europe for usability by Forrester in 2017. He received "Exceeds" performance results across all five assessed dimensions and has been consistently recognised as a top performer throughout his time as a consultant.

Luis' mission is to be the guardian of the customer experience, driving positive change by inspiring clients and colleagues to produce work they can feel proud of and that has an ever-lasting effect in the minds and hearts of customers.