



Summary

Seasoned industrial designer with over 10 years of experience in diverse industries. Successfully launched 9 lighting products currently on the market and 8 POP products in stores across Mexico. Contributed to 400+ custom lighting projects for US clients and 100+ POP display projects for global brands. Driven by the challenge of transforming complex challenges into tangible solutions, I am experienced in all stages of the product development process. Combining creativity, analytical thinking, and a collaborative spirit, I bring a detail-oriented approach to design, dedicated to achieving great results through teamwork and continuous self-improvement.

Education

Industrial Design

Universidad Autónoma de Aguascalientes
[July 2010 - August 2014]

Certifications

CSWA - Mechanical Design

SolidWorks - Dassault Systemes
[July 2014]

User Experience

Interaction Design Foundation
[April 2024]

AI for Designers

Interaction Design Foundation
[June 2024]

Design Thinking

Interaction Design Foundation
[July 2024]

Hard Skills

Sketching
3D Modeling
Product Rendering
Design Research
Concept Development
Rapid Prototyping
Project Management

Adobe Photoshop
Adobe Illustrator
AutoCAD
SolidWorks
Autodesk 3D Max
Keyshot
Microsoft Office

Languages

English

Fluent

Spanish

Native

Experience

Freelance Design Consultant

Remote [July 2019 - Present]

- Developed branding proposals and online marketing materials for 20+ clients, including logo designs, visual identities, and promotional content aligned with their business goals.
- Provided 3D modeling and rendering services for architects, residential furniture designers, POP display agencies, and packaging manufacturers, delivering high-quality visuals for marketing purposes.

Ashore- Santangelo Lighting I Senior Industrial Designer

San Miguel de Allende, Mexico [March 2019 - May 2023]

- Designed 9 new lighting fixtures for the 2020 and 2021 catalogs, published by Santangelo Lighting and Design, by managing the design process from initial concept to market release.
- Collaborated with interior design firms on 400+ custom lighting fixtures, ensuring compliance with client needs and safety standards.
- Improved design workflow by standardizing deliverables and creating a custom projects database, increasing productivity by 25%, as measured by project completion rates.

Diseko Soluciones I Mid-Level Industrial Designer

Aguascalientes, Mexico [April 2018 - March 2019]

- Designed 100+ POP displays for global brands such as Pedigree, Corona, and M&M's, creating promotional tools for their marketing campaigns, ensuring compliance with client briefs and mass production feasibility in a fast paced industry.
- Built solid knowledge in manufacturing techniques and processes across a diverse range of materials, including metal, wood, thermoforming, plastic injection and 3D printing, by collaborating with design, engineering, prototyping, and production teams.

Keuken Maxiequipos I Designer & Sales Specialist

Aguascalientes, Mexico [August 2017 - April 2018]

- Provided customer service and guidance in design and material sourcing for residential furniture needs, preparing quotations and custom designs based on client's requirements.
- Managed projects from start to finish, including client contact, on-site measurements, design proposal creation, supplier coordination, and supervision of final installation.

RPS Mexico I Mid-Level Industrial Designer > Design Leader

Queretaro, Mexico [March 2016 - October 2016 > October 2016 - July 2017]

- Supervised a team of 3 designers, collaborating on a multidisciplinary team to manage project loads and ensure quality deliverables, meeting client budget and deadlines.
- Conducted on-site research in supermarkets and convenience stores to understand user behaviors and product life cycles, enhancing design solutions.
- Designed 50+ commercial displays aligning with design briefs and client needs.

Red Solutions I Junior Industrial Designer

Aguascalientes, Mexico [January 2015 - October 2015]

- Contributed to the design of 50+ POP commercial displays, aligning conceptual solutions with client briefs while ensuring manufacturing feasibility.