

# Industrial Designer

## Alejandro Guerrero Curis



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### Education

**ITESM Tec de Monterrey** 2017-2021  
Bachelor of Industrial Design Querétaro, México

**Syracuse University** 2014-2016  
Bachelor of Fine Arts Syracuse, New York

### Volunteering

**Art teacher** 2019 - 2020  
Colegio el Girasol Querétaro, México

- Taught 15+ children between 5-11 years old an introduction to watercolors and oil paintings.
- Developed interactive lesson plans to demonstrate best practice techniques.

### Languages

**Spanish** *Native Language*    **English** *Fluent*

### Skills

User-Centered Design, Emotional Design, Persona & Scenarios, Sketching, Prototyping, Printmaking, Metalsmithing, Sculpting, Moldmaking, and Glassmaking.

### Tools

Photoshop, Illustrator, InDesign, Adobe XD, After Effects, Sketchbook, Rhino, Solid Works, Keyshot, and Miro.

### Work Experience

**Project Designer I Project Manager**  
Homi Hospitality

Spring 2021  
Querétaro, México

- Conceptualized and developed a consumer-focused furniture line of 8 pieces for a leading real estate company in Mexico with 350+ properties in Airbnb.
- Researched available manufacturing processes to ensure all designs were mass-producible.
- Conducted bi-weekly meetings to monitor progress and manage team's workload.
- Created CAD models for production with final design specifications after validating the prototypes and samples with the customer and the design team.
- Prepared assembly drawings and instructions manual for end-customer.

**Indoor Cycling Head Instructor I Ext. Affairs Manager**  
Troop Fitness Club

2018-2021  
Querétaro, México

- Directed high intensity training sessions for up to 40 individuals while focusing on safety, proper technique, and encouraging athletes of varying skill levels.
- Launched, designed and oversaw production of a branded fitness clothing line to drive an additional source of revenue.
- Planned, budgeted and managed outdoor events. Collaborated with exclusive venues, and sponsors to enhance the brand's public image and foster community involvement.
- Managed a team of 9 instructors, frequently held team meetings to brainstorm training best practices, new routines, and identify & tackle emerging challenges.

### Highlighted Projects

**Project Designer I Project Manager**  
EXPO EAAD (School of Architecture, Art & Design)  
*Awarded the Best Sustainable Project Proposal*

Spring 2020  
Querétaro, México

- Collaborated with a team of 4 individuals to develop a smart modular hydroponic system for self-sufficient food production. Design focused in minimal footprint and sustainability.
- Vetted all designs by testing work, developing new iterations and validating prototypes.
- Oversaw CAD design and utilized Keyshot to produce accurate renderings of final product.
- Developed custom and intuitive UX & UI for the system's app integration. Conducted usability testing and presented interactive prototype, research, and validation results to the client.

**Project Designer**  
EXPO EAAD (School of Architecture, Art & Design)  
*Awarded the Best Theoretical Subject Project EXPO EAAD*

Spring 2020  
Querétaro, México

- Developed a dynamic experience through an activity book for dementia patients. The activities required the use of cognitive & motor skills and aimed to slow down the disease's progression. The product focused in facilitating interaction and communication through creativity and art between the family members, the care takers, and the patient.
- Carried out an ethnographic study to map and understand key insights with regards to the users and their needs. Findings were used to develop concepts, prototypes and solutions.
- Supervised start-to-finish designs with decisive style and solid understanding of the development process. Illustrated the front cover and the contents of the book.

