

PROFESSIONAL AND RELATED EXPERIENCE

Industrial Designer: Joyin Co.

Freelance Work

- Rapid ideation sketching working within virtual teams
- Research current market for a given product
- Graphic pattern application on new and existing products
- Create 3D products to meet design criteria
- Render 3D products in environment

Brand Creation: Captain Fruity

Freelance Work

- Create brand, logo, and materials for new local business venture
- Brand Manager of digital and printed assets
- Event Coordinator

Guest Judge for Graduate Final Semester Project

The Design School: Arizona State University

- Reviewed and offered constructive critique to 17 graduate projects

Product Design / Project Graphics: Intern

Boys and Girls Club of Round Valley

- Childrens Playground Design collaboration with several teams
- Designed project badge, team logo, press release letter layout
- Conducted user research with 8-10 year-old group

Teaching Assistant: IND 121: Design I - Principle of Design

The Design School, Arizona State University

- Helped professor in preparing student design work for milestone
- Graded 50 assignments within a week of submission

Teaching Assistant: DSC 101: Design Awareness

The Design School, Arizona State University

- Graded 75 assignments within 3 to 5 days of submission

Sep 2021 - On Going

San Diego, California

Jan 2021 - On Going

San Diego, California

Apr 2021 - Apr 2021

Tempe, Arizona

May 2019 - Aug 2019

Round Valley, Arizona

Jan 2019 - May 2019

Tempe, Arizona

Sep 2018 - Dec 2018

Tempe, Arizona

SOFTWARE SKILLS

KeyShot
Adobe Illustrator
Solidworks
Adobe Photoshop
Miro
Sketch
InVision
Principle
Adobe After Effects
Procreate

MODEL BUILDING SKILLS IN

Foam Core
Purple Foam
Yellow Foam
MDF
Corrugated Fiberboard

AWARDS & RECOGNITIONS

The Graduate College Fellow
Nomination for Design Excellence
Nomination for Design Excellence
The Katherine K. Herberger Scholarship
The Earl & Ellen Davis Scholarship
Dean's List from
Arizona State University
Academic Recognition from
Mesa Community College
High Distinction from
Mesa Community College

MASTER OF INDUSTRIAL DESIGN WORK

UI/UX Product Development:

Light Rail Kiosk Screen Re-design

- Designed Natural User Interface (UI) with Material Design guidelines

UI/UX Product Development:

VAS Wireless Charger

- Designed User Interface (UI) flow with Nudge Theory basics

Physical Product Development:

Focus (Photographer's Backpack)

- Developed photo-research methodology in lieu of user research due to language barrier
- Constructed fast, and one-to-one scale physical models
- Constructed one-to-one, hard cover model for study

Physical Product Designer:

SOL (Multi-sensorial wake-up clock)

- Designed product and packaging via physical dev. process
- Performed Market and User Research
- Interviewed users with similar products

Physical Product Designer:

The Grand Stand (Platform for wheelchairs)

- Led 3-person team and designed a variable-height training platform

Physical Product Design:

AeroVac (Outdoor vacuum cleaner for lawn care industry)

- Developed complete Mind Map and Conceptual Framework
- Produced complete Task Flow Chart Analysis
- Developed Product Benchmarking, Questionnaire, and Storyboard
- Performed on-site research to understand users and their clients

Physical Product Design:

Juicer Machine (Vegetable/Fruit juicer)

- Re-designed juicer in Braun brand aesthetics
- Completed User Research Interviews
- Performed complete Task Analysis
- Produced a competitor Product Appearance Benchmark Matrix
- Identified improvements in motor weight, copper use, material weight, user satisfaction, and theoretical juicing volume

Summer 2021

Spring 2019

Fall 2019

Fall 2018

Spring 2018

Fall 2017

Spring 2017

LANGUAGES

Spanish (native proficiency: Costa Rica)
English (native proficiency: U.S.)
Japanese (learning)
German (learning)

VOLUNTEERING

Western Service Workers Association
New Pathways for Youth
(celebrating 3 years of mentoring)
MoveOn.Org
All Star Kids Tutoring

ZEN ACTIVITIES

Passionate driver: 2015 Volkswagen GTI
Making a killer Migas brunch
Spoiling my Terrier-Chihuahua:
· Puppy (8 years old)
· Jack (14 years old)
Making hand-poured-coffee in the mornings
Weekend, day trips
Camping
Cleaning the house
Flying kites
Tending to my chickens:
· Edna Allan Poe
· Joann of Arcadia
· Henrietta the Wildling