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London (UK)  
Born in Barcelona, 1981

## Aleix INGLES ELIAS

*"Beautiful design driven by innovation is my passion"*



### Education

Year 2003 - 2006

**Master of Science in "Integrated Product Design"** at TU Delft. ([www.tudelft.nl](http://www.tudelft.nl))

Final thesis on a Smart Sustainable Mobility for tourists in Rotterdam, focusing on the next soft mobility exhibition in museum Boijmans for 2007 ([www.boijmans.rotterdam.nl](http://www.boijmans.rotterdam.nl)). Design of a personal guidance vehicle and a Product Service System supported by an extensive research from the context use, user needs, past experiences and project management. Project developed at the Design For Sustainability department ([www.io.tudelft.nl/dfs](http://www.io.tudelft.nl/dfs)) (Delft, The Netherlands).

**Advisor team:** Han Brezet (Rotterdam city innovator and ecodesign guru), Willem Kaars (Kaars consultancy), Chris Ryan (ecodesign guru co-director of the University of Melbourne), Annemartine Van Kesteren (conservator of the Museum Boijmans), Frank Rieck (creator of the new Technology for Innovation and co-director of HVO Rotterdam), Wendy van kriecken (museum NAI touristic tours manager), Frans Botma (government mobility legislation)

June 2002 - November 2002

Post Graduate at CIM ([www.fundaciocim.org](http://www.fundaciocim.org)). **Project management**, training and practice of real world projects developed with Catia v4 and Solid Works. (Barcelona, Spain)

Year 1999 - 2002

**BA. "Industrial Design Engineering"** at ELISAVA ([www.elisava.es](http://www.elisava.es)). Mention with honors for the thesis. Diploma on a multifunctional toaster with highly detailed Pro/E manufacturing drawings. Heavily constrained budget limitations. (Barcelona, Spain)

Year 1996 - 1999

Technologically oriented High school. **National award**, innovative project. (Barcelona, Spain)

### Languages

Català > Mother tongue / Spanish > Bilingual

English > **Good level of negotiation**, writing, reading, **strong oral presentations**.

**"Advance"** certificate CES of San Francisco (California, USA)

**"Advance"** certificate from the British Council 7.5/9 (London, UK)

French > Reading, mid level conversation and professional meetings.

Year 2000

Year 2003

### Professional experience

October 2008 - Present

**SONY, Design Centre Europe** ([www.sony.net/Fun/design](http://www.sony.net/Fun/design)) Reference Phillip Rose, General Manager

**Senior Industrial designer.** Industrial design group in close collaboration with the Interaction and Interface design team. From day to day activities to strategic, retail, organizing workshops and other activities within SonyDesign. Designing products for the European Asian and American market and strategical design concepts. (London, UK)

February 2008 - November 2008

**Tangerine** ([www.tangerine.net](http://www.tangerine.net)) Reference Martin Darbyshire, President & CEO

**Industrial designer.** Industrial designer of a broad spectrum of consumer products for international corporate clients. Strategist thinker within the team with close collaboration with top management in the company. Presentations and meetings with clients. (London, UK)

May 2006 - January 2008

**Decathlon Design** ([www.decathlon.com](http://www.decathlon.com)) Reference Olivier Mache, Brand design Manager Decathlon cycle (btwin)

**Industrial designer.** "Btwin" Bicycle Design Team in the Headquarters International Campus. Designer of bicycles and accessories. Use of strategic tools in the design process, in order to create innovative products for a massive retail distribution. Daily collaboration with engineers, Product and Marketing Managers. Participation in creative Workshops (Imagineview ®) (Lille, France)

April 2005 - September 2005

**GP Design Partners** ([www.gp.co.at](http://www.gp.co.at)) Reference Christoph Pauschitz, Managing director

**Internship Product design.** Projects for Philips Design, Conlastic, AHT, Ottoblock, Acamp, Campalazzo, Government, Duravit. (Vienna, Austria)

February 2003 - September 2003

**Cadtech Group CT** ([www.cadtech.es](http://www.cadtech.es)) Reference Xavier Fernandez, Manager coordinator for engineering services

**Consultant design engineer** working at "Temoinsa S.A." ([www.temoinsa.com](http://www.temoinsa.com)) and "Schindler Group" ([www.schindler.com](http://www.schindler.com)) as an external engineer railway designer. Development of the ceiling light of an upcoming TGV in Italy. Development with Catia v4 and SAP. (Barcelona, Spain)

September 2002 - February 2003

**CuttingEdge S.L.** ([www.cuttingedge.es](http://www.cuttingedge.es)) Reference Jose Angel Martin, Technical office responsible manager

**Engineer designer** developing CAD projects for aeronautics, automobile, railway. Specific parts for Airbus, Opel and Ficomirrors. Unigraphics training during 4 months. (Barcelona, Spain)

Year 1998 - 2005

**Freelance activities** ([www.aleixdesign.com](http://www.aleixdesign.com))

Product visualizations for "Vilagrassa S.A." ([www.vilagrassa.com](http://www.vilagrassa.com)), for "Raimon & Pares Architect Studio S.L.". Technical drawings for "Engineering Office X. Elias S.L." Virtual reality setup scene for "Az-Interactive S.L." ([www.azinteractive.com](http://www.azinteractive.com)). Diverse design works for other clients.

## I am...

- Innovative and **creative** in new concepts & scenarios. I love to observe people.
- Group **Brainstormer & Team player**.
- Methodical & organized providing **high quality** work during all stages of a project.
- Able to **solve** problems with a high grade of **simplicity, effectively** with **attention to detail**.
- Flexible implementing design strategies to emphasize new **identities** or product **languages**.
- Great **researching** and benchmarking products & services to provide analytical approach.
- **Strategic** minded and goal **oriented**.
- **Enthusiastic** for new challenging projects!

## I use...

- Solid Works. (Excellent level , continuity surfacing, design rapid prototypes and pre-production)
- 3D Studio. (Advanced level, modeling and animation with Brazil, Vray and Mental ray, Keyshot)
- Markers, pastels, and rapid **sketching techniques**
- **My hands** in the Workshop
- Adobe CS (High level, design generation, illustrations, photomontage and presentations)
- Mind Maps, and MS Office (Project planning, keywords generation and task definition)
- **My brain**

## I did...

<b>Year 2011</b>	<b>Advisor</b> directly reporting to the Director of Elisava regarding proposals for an improved education plan.
<b>December 2010</b>	<b>Workshop facilitator</b> at Elisava school of Design. Proposal of theme, facilitate & evaluation of 20 multidisciplinary design students. Three day workshop and presentation. (Barcelona, Spain)
<b>September 2010</b>	<b>Workshop lead organizer &amp; facilitator</b> with ENCSI-les ateliers, CHIBA, MDES, SONY. Theme, organization & facilitator of a full week workshop with 20 international students. , (Paris, France)
<b>June 2010</b>	<b>Sony DCE award</b> for "the most outstanding designer of 2009" & Golden space retail experience.
<b>Year 2007 - present</b>	<b>Lecturer at Elisava</b> school of Design, User-Centric design & Innovation. (Barcelona, Spain)
<b>March 2007</b>	<b>IF Award</b> for the "Philips Pocket Memo 9600" designed at GP design Partners. ( <a href="http://www.dictation.philips.com">www.dictation.philips.com</a> )
<b>February 2007</b>	<b>Exhibit in Cologne</b> for Acamp-Group with Cangoo chairs. Cover for OBI catalog. (Germany)
<b>October 2005</b>	<b>3<sup>rd</sup> Prize</b> on the "Designing Unseen Wellness" ( <a href="http://www.wellness.tue.nl">www.wellness.tue.nl</a> ) <b>International design contest</b> for the project "Inertia" exhibited at the "Designing Pleasurable Product and Interfaces" DPPI 2005 conference at the High Tech Campus Philips Research Centre. (Eindhoven, The Netherlands)
<b>June 2005</b>	<b>Exhibit</b> in Explore! Design event. ( <a href="http://stayfocused.at/explore">stayfocused.at/explore</a> ), featuring "T-Sign" concept. (Vienna, Austria)
<b>October 2004</b>	Sustainable development <b>Seminars</b> and workshops. Re-f-use, O2 (The Netherlands)
<b>Year 2004</b>	<b>Consulting</b> for the fastest solar car in the world NUNA II ( <a href="http://www.nuonsolarteam.nl">www.nuonsolarteam.nl</a> ). <b>Breaking system</b> , GPS route trip around Europe in 12 days. (The Netherlands) <small>Reference: astronaut Wubbo Ockels and Okke Bronkhorst</small>
<b>Year 2004 - 2005</b>	Spinning <b>Instructor</b> in the Sport Centrum Delft. (The Netherlands)
<b>Summer 2001</b>	<b>Volunteer</b> in an archaeology work camp; digging every day without luck. ☹ (Ohio, USA)
<b>Summer 1999 , 2000</b>	<b>Explainer</b> at the Exploratorium for continuous exhibitions and workshops ( <a href="http://www.exploratorium.edu">www.exploratorium.edu</a> ) (Museum of Science, art and human perception). (San Francisco, USA) <small>Reference Tom Tomkins, director of the museum</small>
<b>Year 1999</b>	CIRIT <b>Award</b> ( <a href="http://www.premis_cirit.es">www.premis_cirit.es</a> ) (Interdepartmental Commission of Research and Technological Innovation). Urban planning, <b>sustainable</b> energy, waste & water management. (Barcelona, Spain)

## I enjoy...

<b>Year 1995 - 2005</b>	<b>Mountain Bike</b> Cross Country and Marathon. PROBIKE and Galvesport cycling teams.
<b>Year 1995 - 2002</b>	Radio control <b>Sailplanes</b> at the "Collserola Sailingplane Club" ( <a href="http://www.clubvelerscollserola.org">www.clubvelerscollserola.org</a> ) (Barcelona)
<b>Year 1989 - 1998</b>	<b>Soccer</b> competition. First league teenager level. (Barcelona)
<b>Year 1993 - 2007</b>	I always like to commute by bicycle (Anywhere)
<b>Always</b>	My <b>friends</b> . (International)