

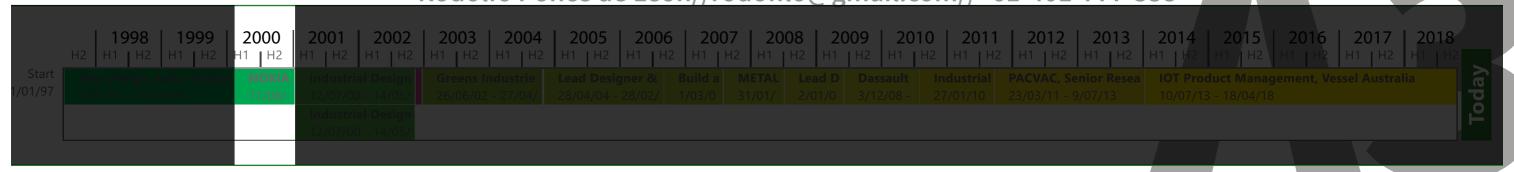
Jery Design Junior Industrial Designer

My duties at this company included the design and development of wheelchairs and also developing products for disabled people to assist them in their day to day life. This was normally done in very close relationship with physiOTherapists and physicians.

www.sillasderuedas.com.ar



Rodolfo Ponce de Leon//rodofilo@gmail.com//+61-401-777-338



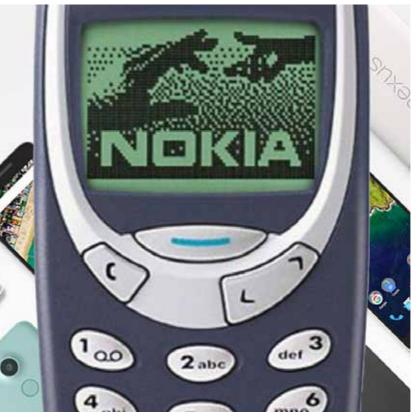
NOKIA-FADU 'Exploring and identifying Argentina's popular interactive ways'

2002 - Workshop NOKIA-FADU 'Exploring and identifying Argentina's popular interactive ways'

In this workshop we identified contemporary lifestyles and future societal signs in Argentina. We analysed the visible signs of Argentinean culture and conjectured on invisible conditions in order to have a more comprehensive view of where they derived.

The aim was to develop an understanding of a system of aesthetics unique to Argentina. The results of analysis provided stimulus and inputs for new design creation experiences and inspired new product developments in Nokia.







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	H2 H1 H2 H1 H2 H1 H2	2001 2002 H1 H2 H1 H2						2013 H1 H2		5 201 1 1	6 2017 2 H1 H2	2018 H1 H2
Start /01/97		Industrial Design 12/07/00 - 14/05/										
		Industrial Design 12/07/00 - 14/05/										

Industrial Designer@Think Work Design, Product Design Studio, Argentina

I designed and oversaw the construction of final prototypes of POP. In some cases, this included the development of pre-series injections mould for pre-production of these products. Examples include furniture in fibre glass (RTM), polypropylene phone stations (industrial graphics and membrane keypads), corporate gifts and PVC injected toys, and various other products using other technologies.



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Industrial Designer / Surfaces CAD modeller – PLA (Farming Equipment) Argentina

Analysing varied information from ergonomic market analysis to commenting on problems in existing products and their function. Other duties included the identification of new product opportunities, detecting problems in manufacturing and assemblies, identifying ergonomic issues and styling of new products. I was also responsible for understanding and enforcing regulations for farm vehicles set by Merco-Sur and the EU.

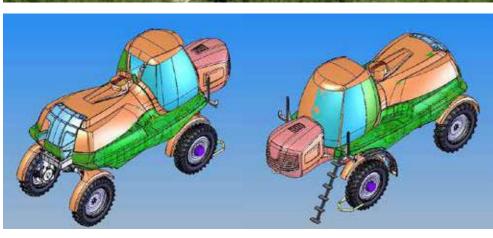
I was involved in the design and manufacturing of various agricultural of this complex machine required different parts and materials: fiberglass (RTM), various injected plastic and rubber components, tempered glass, GPS system, a constant positive pressure in the cockpit. Contractors were hired to develop and produce these parts. In conjunction with a marketing company, we re-styled new products to update the company image and grow the market share with new users in Argentina, Brazil and the countries of the former Soviet Union.













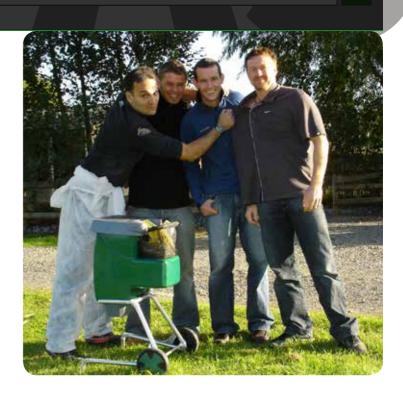


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| 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2017 | 2018 | 2014 | 2015 | 2016 | 2016 | 201

Ideas Development Product Designer







Greens Industries, Engineering Department. Greens Industries, Hamilton NZ

Engineering Department. Greens Industries, Hamilton NZ

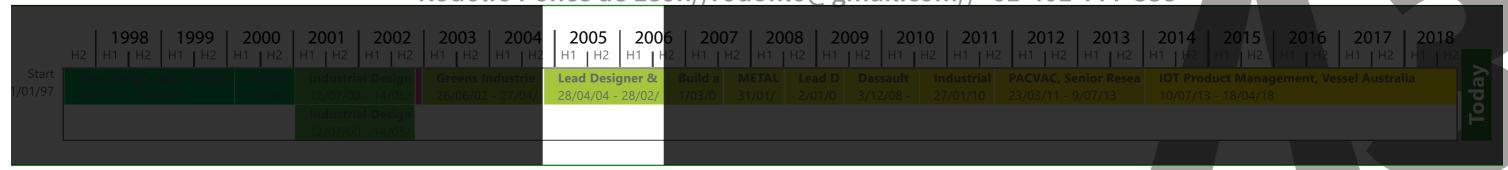
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Rodolfo Ponce de Leon//rodofilo@gmail.com//+61-401-777-338



Lead Designer & Textile Expert, Mountain Buggy, Tritec Manufacturing, Wellington NZ

Working closely with the marketing department, I identified the existing, anticipated and latent user and market needs. I developed design briefs incorporating proactive design initiatives to ensure innovative products which met applicable regulations and standards. These designs utilised textiles and other flexible and/or elastic materials. I translated designs into production and managed and engaged in all aspects and phases of the design and development lifecycle from requirement analysis to volume production.

This included:

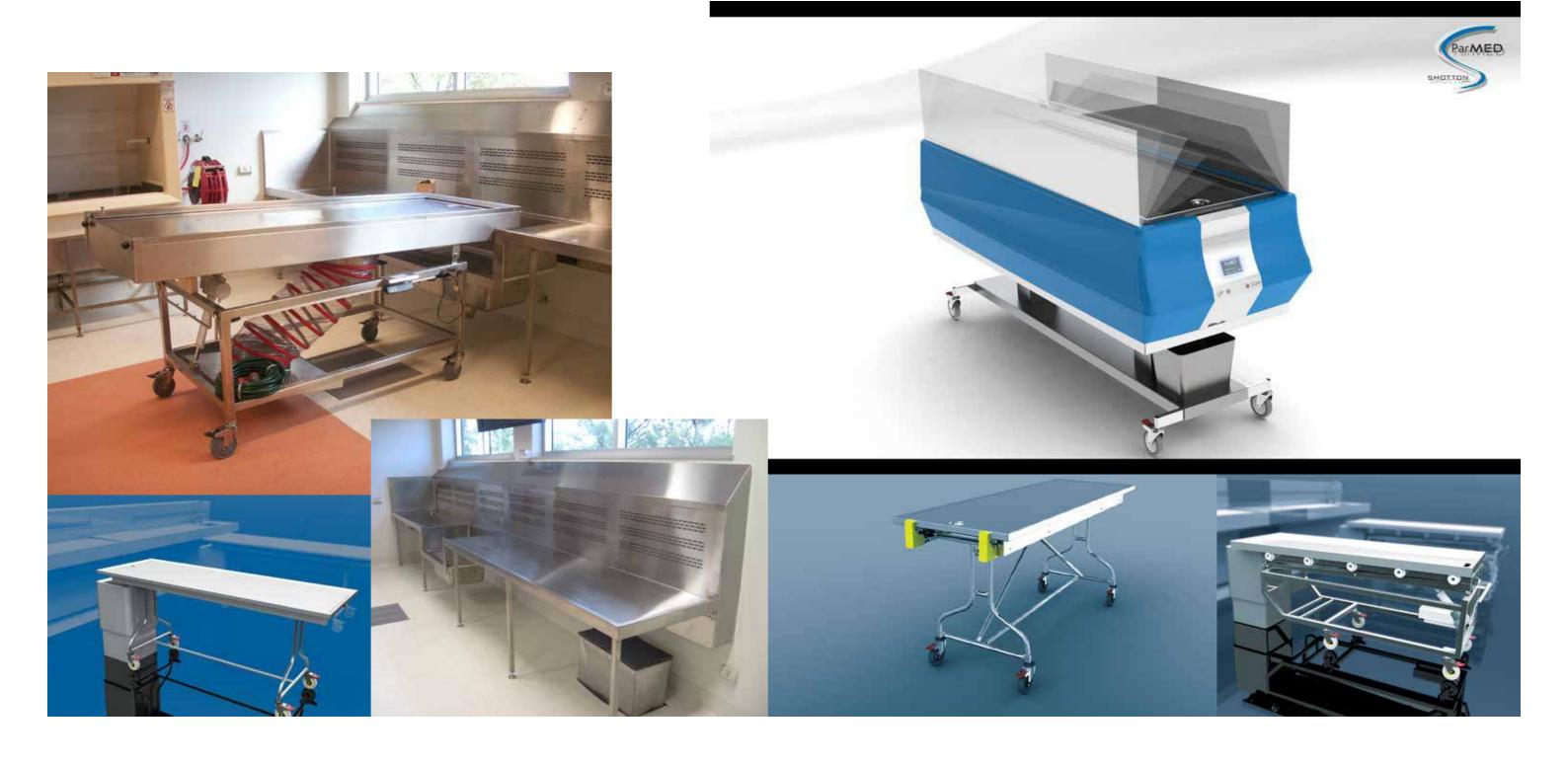
- Producing detailed project plans where objectives were clearly defined and action steps for achieving them clearly specified .
- Preparing budgets and allocating resources.
- Designing and developing components and assemblies to develop the technical design capabilities of the organization.
- Supplying comprehensive product specifications documentation to support manufacturing and procurement objectives.
- Supporting procurement through: a. Identifying suitable potential suppliers.
- Establishing and maintaining supply relationships.
- Presenting and discussing specifications with suppliers, including those overseas.
- Negotiating technical issues.
- Auditing purchased items and materials.



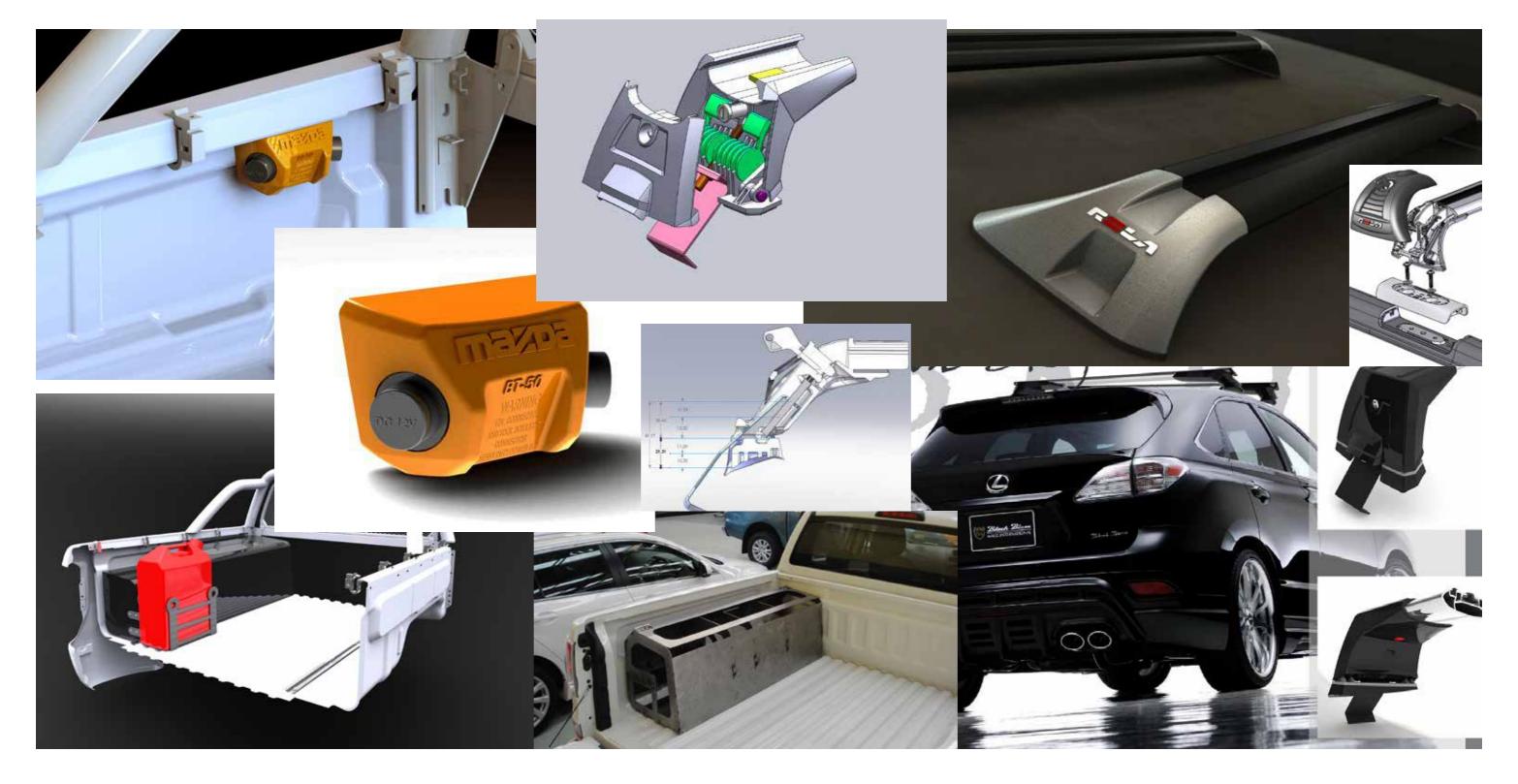


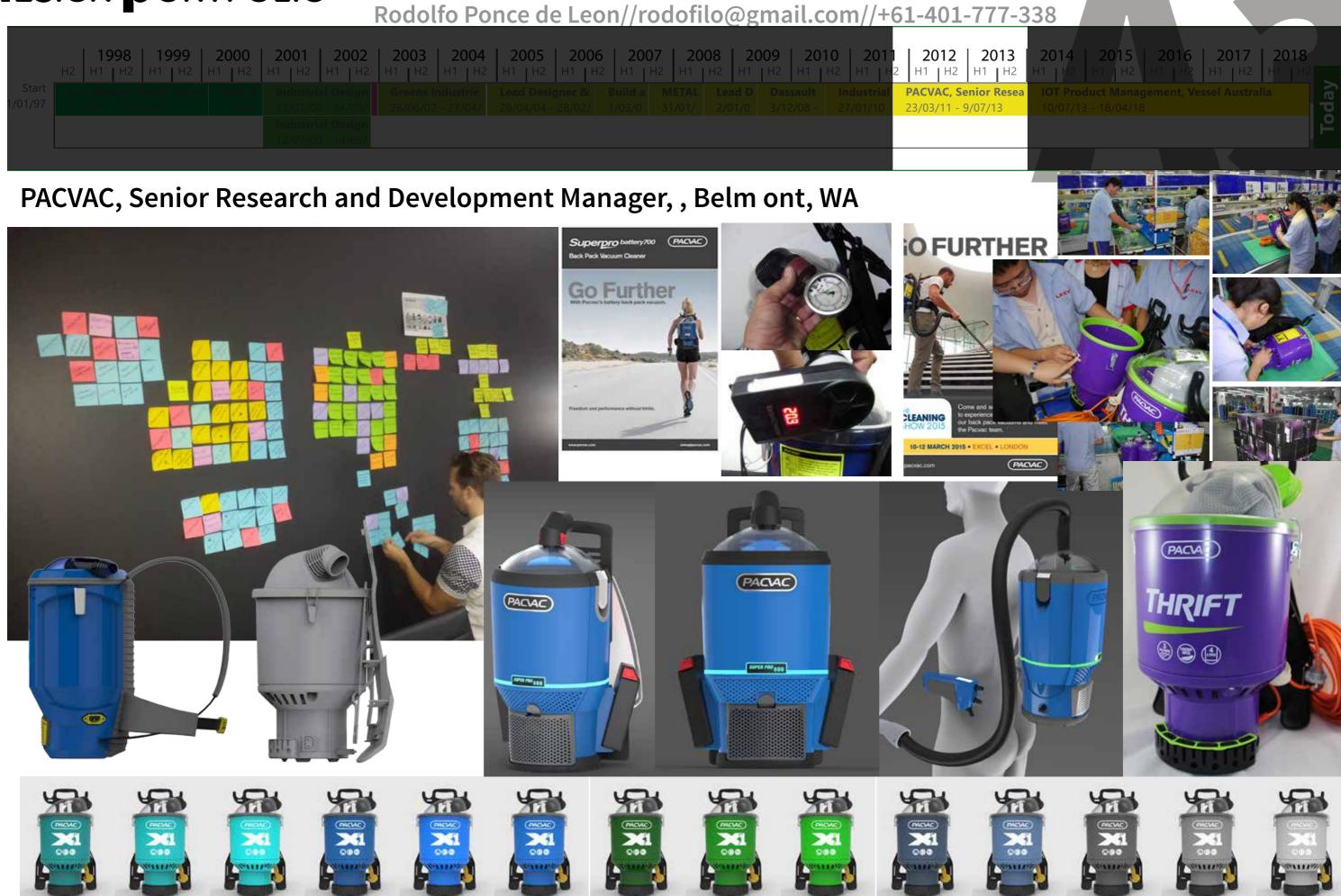


METAL (ParMED), Industrial Designer / Product Developer - P&R SHEET Dandenong South, VIC



Lead Designer – ROLA Cargo Management products, TriMas Corporation Pty Ltd, Dandenong South VIC





design PortfolioRodolfo Ponce de Leon//rodofilo@gmail.com//+61-401-777-338



VERSION 1.3

PRESENTED BY: RODOI



Rodolfo German Ponce de Leon rodofilo@gmail.com 0401-777-338

Education

Post-graduate in Plastic Manufacturing and Market Analysis- University of Buenos Aires Degree in Industrial Design - University of Buenos Aires High School: ENET N1 General Roca, Rio Negro, Argentina (6 years) Technical Education, Qualify Fitter (6 years)

Career History



Vessel Australia

IOT Product Management www.vessel5.com

My responsibilities included the overall coordination across various product management, marketing, engineering and IT teams across different.

As product manager, I have to research and define the next generation of products and services for big data, analytics and mobile apps, for the beverage dispensing and collaborate with different engineering teams to build a platform of reusable building blocks.

My daily job involves close interaction with manufacture suppliers, architects, development leads, and key business groups and their IT, also I interact closely with Engineering and discuss technical topics with the purpose to clarify requirements so that they can build better specifications. Once the product/platform are built I'm evolve on business meeting by delivering training, demos and authoring product capabilities documents/knowledge base and participating in relevant knowledge expos

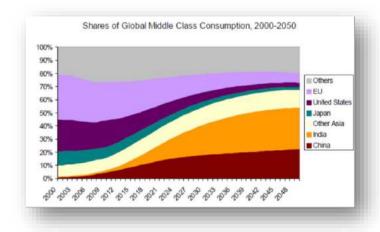
Key Responsibilities:

- Lead and drive development and communication of the technical intent of requirements working closely with engineers, marketing managers, sale managers and directors and share holders
- Define, lead and execute platform-focused technical community forums online and offline
- Drives discussions and looks beyond the obvious for continuous improvement opportunities
- Grooms platform product backlog as needed in addressing delivery impediments or product quality issues
- Coordinates communications, escalates and facilitates resolution of risks, issues, and changes tied to the product development initiatives
- Provide insight on new technology performance and recommendations of adoption opportunities
- Hands-on technical leadership, on CAD, moulds, assemblies and manufacturing in general.
- Research and analysis of technology shifts and trends in the IOT, Big Data and or Analytics/Data Science market place. Pricing and costing analysis for product or services being built and delivered. As needed, perform assessments and evaluations of technologies in the marketplace.
- Driving the definition of IOT platform capabilities and services and translating them for Eng. and Deployment teams
- Enable business groups (Eng., IT, etc) on ongoing IOT platform capabilities/services by authoring platform features/capabilities collateral/docs, wiki/knowledge base, recorded tutorials/webinars, recorded demos, platform technology stack presentations
- Hands-on technical leadership, research and analysis of technology shifts and trends in the IOT, Big Data and/or Analytics/Data Science market place. Pricing and costing analysis for services being built and delivered.

PACVAC

Pacvac.com

6-13 / 7-15





Senior Research and Development Manager

- Defined the company's strategic direction to meet division objectives.
- Develop and implement administrative functions of R&D department.
- Provide a weekly update at R&D, purchasing and marketing meetings on the progress of projects undertaken.
- Maintain knowledge of regulatory and standards changes within the industry to ensure Pacvac products conform where applicable.

Technically responsible for interpreting, organizing, executing and coordinating projects. Liaises with individuals and or companies outside the organisation, with responsibility for acting independently on technical matters.

- Plans, organises, directs and supervises staff within the division. Evaluates progress and results obtained and recommends changes to achieve objectives.
- Responsible for Project management.
- Provide technical advice on repairs and maintenance issues.
- Assist with Intellectual Property issues (i.e. Patents, Designs, Trademarks, etc.)

Research and Development Duties

- Plan and develop R&D projects.
- Advise on continual product improvement.
- Conceptualise, architect and document Pacvac's product platforms and next generation products.
- Review customer feedback and conduct root cause analysis.
- Liaise with the manufacturer regarding improvements to be incorporated into the manufacturing process.

Product Development

- Review industry literature, trends and products to identify future projects and changes/opportunities in the commercial cleaning industry.
- Review sourced products and design OEM products for addition to Pacvac's range.
- Evaluate improvements and or design tradeoffs that affect the overall product quality and function.

Quality Assurance

- Update and maintain Bill of Materials for existing products and compile for new products.
- Prepare in Process Quality Control (IPQC) and Finished Product Inspection Procedure (FPIP) for new products and revise records to reflect changes to existing products.
- Responsible for In-coming Quality Control (IQC) of finished product and spare parts.
- Responsible for documenting shipment inspections, IQC and ongoing in-house goods inspections.
- · Liaise with the manufacturer regarding any quality issues or rework

1-12 / 12-13

Industrial Designer / Product Developer / Project Manager

JARAM Australia, Welshpool, WA

- Design 4WD products from new and existing tooling that may be requested through marketing or for customers as approved through New Product Development process.
- Work with CAD (SolidWorks and AutoCAD) to include equipment requirements as needed.
- Work with external partners and dimensional check of drawings, dimensional accuracy adherence to industry standard for products components and structural testing.
- Work with cross-functional teams to resolve existing product and raw material/component issues (Procurement, Finance, Engineering, and Production)
- Interpret data in cooperation with colleagues who initiate test requests.
- Produce concise, meaningful and complete reports to maintain proper communications.
- Maintain historical files on each part and assembly's specification to include test history and record reasons for specification changes (revision system ISO 1400).
- · Maintain and provide weekly updates to project lists. Issue reports of projects as required.
- Provide support and information as needed for external committees (Department of Transport), ISO documentation as required by company.
- Implement new tools for production (Salvagnini P2Xe: compact hybrid panel bender and Amada AE 2510 NT)
- Perform other related duties as assigned.



9-2011 / 11-2012

Business Development Manager Intercad, Perth, WA

Consulting with Small, Medium and Large Businesses as well as Major Corporations and Government Agencies with a focus on sourcing new business. • Responsible for two of the most successful verticals (Plant and infrastructure designers and Mechanical Engineers). • Strong Focus with on the road sales to build and maintain key relationships with industry. • Participating in the ongoing support of each license. • End to End Management - Working closely with Clients, Quality Assurance and Customer Support. • Planning strategies to ensure the correct timelines and order of clients approached for advertising. •

Responsibility to communicate ideas, problems/solution in an increasingly effective manner. • Meeting set daily and weekly Key Performance Indicators. • Experienced at using a sophisticated CRM database (Sugar) to track personal daily and weekly activity levels with examples and proof of achievements.

Nov 2010 - Sep 2011

Lead Designer -

ROLA Cargo Management products, TriMas Corporation Pty Ltd, Dandenong South VIC

Lead Designer and managing production for cargo management systems and accessories. My role included providing the concept, market research, working to a brief, preparing model specification in SolidWorks, rapid prototyping, sourcing local and overseas manufacturers, test quality control and assurance to Australian Standards AS1235-1989. Ensuring all new products are developed in accordance with SOP 037, meeting both customer expectations and TriMotive budget expectations.

Also preparing project specifications, including capital expenditure and cost benefit analysis. Providing advice to both internal and external clients in relation to protection systems, product design and function. Mentoring and managing the Product Engineers.



Industrial Designer / Product Developer – P&R SHEET METAL (ParMED), Dandenong South, VIC



Developing products for the medical division of P&R Sheetmetal, one of Australia is leading sheet metal operations. ParMED (formerly known as Hendicare Mortuary Equipment) is a leading manufacturer of mortuary, hospital and laboratory equipment. I developed design briefs that provided clear direction for company product development, analysing both existing mortuary, hospital and laboratory products for functionality, user satisfaction and current technological and teaching trends in the medical industry. My products were responsive to the emerging needs of changing dynamics within medical classrooms. The most demanding project was a complete classroom with benches, refrigeration table, 2 cool rooms and extraction to manage 80 workstations. It was complex to achieve this within the budget and timeline necessary using a variety of suppliers. While resolving problems created by discrepancies between the architectural drawings and the final building dimensions. In the role of project manager, I developed products with different manufacturing processes and materials including metal, wood, plastics and packaging. I provided workable plans for production and resolved production issues and built good relationships with suppliers and clients. I identified the potential for a new corporate image to better reflect company product direction and capabilities and subsequently developed a corporate image manual for the company including logotype and advertisement structure.

Freelance Designer - Self-employed

Clients included:

Richard & Roger, (www.richardandroger.com.au) high-end architecture and interior decorators Melbourne Art Centre in the area of sceneries department.

2005-2007 (New Zealand)

Lead Designer & Textile Expert Mountain Buggy, Tritec Manufacturing, Wellington NZ

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- supporting procurement through: a. Identifying suitable potential suppliers
- b. Establishing and maintaining supply relationships
- c. Presenting and discussing specifications with suppliers, including those overseas
- d. Negotiating technical issues
- e. Auditing purchased items and materials
- Coaching workers to perform routine tasks
- Working cross functionally with other areas of the company to establish standards of workmanship and to facilitate process control
- Resolving quality issues

7

- Monitoring performance against objectives and managing project risks and issues.

2003 - 2005 (New Zealand)

Industrial Designer

Engineering Department. Greens Industries, Hamilton NZ

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engineering department. I also had the opportunity to build close relationships with suppliers in China.

Contractor 2003

Ideas Development

Industrial Design Studio, Fielding, New Zealand

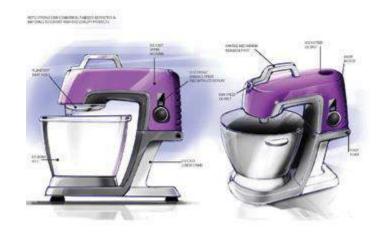
This role involved working simultaneously on several different projects, all with different complexities.

The first project was the design and development of a meat-mincer for Airlux.

Airlux specializes in household white-ware

OEM for sale in markets including New

Zealand.



The second project was the design and development of a garden shredder. I received the layout from the engineering department. I adapted the morphology of the shell to the movements of the mechanisms and specifications of the layout. I developed the requirements in which this machine was to operate, taking into consideration transport, cleaning, storage and child proofing. I developed each part with their respective draft angle and the links with the other parts including binding them with the mobile parts. This included the processes to assemble the product in the factory. Another important point in the development of each part was deciding on the type of plastic to be used during the injection process, given that each piece possessed different qualities during vibration and impact. I designed the injection points for each one of the shells.

In the design process of each product I began with the same methodology, starting with conceptual sketches to enable discussion in relation to form and technical aspects. Following this, I produced models in scale 1-1 with polystyrene to study the form and to photograph the product in use. The drawings in 2D and 3D were made using parametric programs to enable a fluid relationship with the engineering department in China.

Industrial Designer / Surfaces CAD modeller – PLA (Farming Equipment) Argentina

Analysing varied information from ergonomic market analysis to commenting on problems in existing products and their function. Other duties included the identification of new product opportunities, detecting problems in manufacturing and assemblies, identifying ergonomic issues and styling of new products. I was also responsible for understanding and enforcing regulations for farm vehicles set by Merco-Sur and the EU.

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Industrial Designer -

Think Work Design, Product Design Studio, Argentina

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Professional Development

2002 - Workshop NOKIA-FADU 'Exploring and identifying Argentina's popular interactive ways'

In this workshop, we identified contemporary lifestyles and future societal signs in Argentina. We analysed the visible signs of Argentinean culture and conjectured on invisible conditions in order to have a more comprehensive view of where they derived. The aim was to develop an understanding of a system of aesthetics unique to Argentina. The results of analysis provided stimulus and inputs for new design creation experiences and inspired new product developments in Nokia.



This course developed in-depth technical expertise in Fiberglass fabrication and application.





1998

Dassault Systems: Catia

This course focused on providing the best solutions for designers to enable them to solve daily challenges in design solids and surfaces and its subsequent analysis.

1997-2001

Junior Industrial Designer -

Jery Design (Wheelchair Manufacturing), Argentina My duties at this company included the design and development of wheelchairs and also developing products for disabled people to assist them in their day to day life. This was normally done in very close relationship with physIOTherapists and physicians. www.sillasderuedas.com.ar



Design Skills

11. MATLAB

I have 15 years' design experience in various fields and with extensive materials, I bring a refined, strategic and confident approach to developing innovative designs. My clear hand drawings aid effective conceptual design discussion.

SOFTWARE PRODUCTION TOOLS 1. MICROSOFT OFFICE 3D PRINTERS 2. MICROSOFT PROJECT **FDA** 3. AUTOCAD SLA 4. ANSYS SLS 5. SOLIDWORKS 2017 (CAD/FEA) 3D SCANNERS 6. RHINOCEROS V5 SALVAGNINI P2XE (PANEL BENDER) 7. ILLUSTRATOR 2017 **CNC TUBE BENDER** 8. PHOTOSHOP 2017 WELDING PROTOTYPES (STICK, MIG) 9. INDESIGN CS 2017 LEAD PROTOTYPES 10. KEYSHOT V6 AMADA TURRET PUNCH PRESS

THERMOPLASTIC TOOLS

PLASTIC INJECTION