

Benjamin Salinas

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Portfolio: www.bsalinas.com

Education

- 2005- Present
Needham, MA **Franklin W. Olin College of Engineering**
Candidate for Bachelor of Science in Engineering with Product Design Concentration, May 2010
Current GPA: 3.80/4.0; Recipient of full-tuition merit scholarship
Relevant Courses: User Oriented Collaborative Design, Systems, Social Entrepreneurship Management
- 2009-2010
Needham, MA **The Mathworks Electronics Project, Senior Capstone Program in Engineering**
- Developing electronics platform to interface with MATLAB and Simulink for use in academic settings
- Performing user studies, market feasibility analysis, and electrical design in a team of six
- Spring 2009
Needham, MA **Volkswagen Design Project, Distributed Engineering Design Course**
- Developed new product concepts in a geographically distributed team of 9 students from 3 countries
- Presented functional prototype and aesthetic proposal to Volkswagen's Design Group in Germany
- Fall 2008
Needham, MA **Environmental Analysis and Redesign, Sustainable Design Course**
- Analyzed the environmental impact of coffee production from harvest to cup and a commercial espresso machine using a single factor Life Cycle Assessment (LCA) tool
- Presented results at conferences at Duke University and Harvard University in Spring 2009
- 2001- 2005
Mercedes, TX **The Science Academy of South Texas**
Distinguished High School Diploma; Rank 5 of 95

Experience

- Fall 2007 - Present
Needham, MA **Co-founder and Designer, Luminaire Coffee Equipment**
- Inventing the next generation of commercial coffee brewing equipment as a team of five
- Performing user studies and market analysis
- Determining product features and specifications
- Liaison for all external communication ranging from potential customers to advisors
- Fall 2009
Waltham, MA **New Product Development Intern, Preserve**
Preserve is a sustainability leader in the consumer goods industry. (preserveproducts.com)
- Performing environmental assessments and research in support of the Product Development team
- Documenting product evolution and launch for future marketing materials and case studies
- Fall 2008- Present
Needham, MA **Lab Manager, Olin College Sustainable Design Lab**
- Mentoring teams of students working on design projects relating to environmental sustainability under the direction of Professor Benjamin Linder
- Summer 2006- 2008
San Marcos, TX **Instructor and Head Counselor, Texas Mathworks**
Texas Mathworks is a center for innovation in mathematics education. (mathworks.txstate.edu)
- Developed curriculum in advanced mathematics for middle school and high school students
- Taught courses which introduced new concepts and reinforced existing lessons
- Implemented a six week program for 60 campers and 15 counselors as Head Counselor
- Nov 2006- Mar 2007
Wilmington, NC **Researcher and Consultant, The Full Belly Project**
The Full Belly Project distributes agricultural technology in developing countries. (fullbellyproject.org)
- Performed primary and secondary research for a new structure of distribution in Uganda
- Developed a plan with team of three that received \$35,000 from business plan competitions

Skills

Design: User Studies, Interface Design, Interaction Design, Ideation, Systems Design, Product Design

Engineering: Life Cycle Assessment, Modeling, CAD, Programming, Mechanical and Electrical Prototyping

Entrepreneurship: Market Research, Business Plans, Financial Modeling, Marketing