

Édouard Urcades,  
Product Designer,  
*in résumé format.*

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## Design Experience

IBM Design, IBM MobileFirst  
*April 2013 – Current*  
Digital Product Designer, Prototyper,  
Education Lead and Facilitator,  
Co-founder of IBM Community Radio

Freelance Designing  
2010 – 2013  
Branding, Industrial Design, Furniture  
Design, Illustration

Henkel Consumer Products  
*December 2012 – May 2013*  
Industrial Designer, Design Researcher

Vantage Mobility International  
*September 2012 – May 2013*  
Industrial Design Lead, Researcher

Smart Design  
*May 2012 – September 2012*  
Industrial Design Intern

## Education & Recognition

The Design School at  
Arizona State University,  
Bachelor of Science in Industrial Design  
*August 2009 – May 2013*  
Four Years Dean's List

Director of Communications  
IDSA, ASU Chapter — 2012 – 2013

Design Excellence Achievement  
Arizona State University — 2011 – 2013

1 of 5 IDSA Merit Award Nominees  
Arizona State University — 2013

Edson Entrepreneur Initiative Cohort  
Arizona State University — 2013

## Skill Sets & Software

Generalist Design Skills:

Ethnographic research method(s)  
System usability scale testing  
A/B product testing  
Design/Branding/Research synthesis  
Iterative prototyping & wireframing  
Design *for* and *at* mass scale  
Multidisciplinary collaboration  
Information architecture  
Design documentation writing  
Workshop/Educational facilitation

Software & Frameworks of Working:

Github (version control)  
Project tracking and management  
Digital prototyping tools (of all sorts)  
Front-end prototyping (HTML, CSS, Sass)  
Adobe Suite, with focus on Illustrator,  
Photoshop, and After Effects  
Sketch/Sketch plugin ecosystem  
Musical production and synthesis

Hey there résumé reader!

You've probably already skimmed through the snippets of information that outline where I've worked, what I've done, how I do what I've done, and I want to let you know I *really* appreciate you spending time here.

As I've grown in my practice of design, it's been clear to me that my motivation in work directly correlates with my ability to empower people via well-designed products — I'm interested in building tools, platforms, and spaces that give people the ability to improve themselves, their global community, and raise up others along the way. Stemming from a long-ago desire to treat disease at massive scale, I sincerely want to make the world a better place.

I've been applying this intent throughout the physical and digital products I've been lucky to work on. It's been a good time.