

# Édouard Urcadez

## Product Designer

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## Design Experience

### **IBM Design**

*April 2013 - Current*

Digital Product Designer – UX / UI / IA / IxD

Co-led the development of new User Experience Design tools for use at IBM, defined the product strategy of new hardware–software initiatives in the SDE platform space, currently working to consolidate the experience and interaction design of IBM's Smarter Processes product portfolio.

### **Henkel Consumer Products**

*December 2012 - May 2013*

Industrial Designer + Design Researcher

Worked with Henkel to establish 'physical design guidelines' for a consumer product category. Established the development of a well-defined physical brand that can be efficiently iterated upon by outside design consultancies.

### **Vantage Mobility International**

*September 2012 - May 2013*

Industrial Designer (Sponsored Project)

With a team of three others, conducted research towards a holistic redesign of the "catheter management experience", focusing on ease of use, cleanliness, reduction of UTI, accessibility, discreetness, and a user's dignity. Led the design of the physical product and user experience.

### **Smart Design**

*May 2012 - September 2012*

Industrial Design Intern

Worked as an industrial designer building prototypes, conducting research, producing visuals for various projects, and assisted in the development of several products. Co-led the development of two OXO products. Gained considerable insight into the design of both soft and hard goods and the design of ergonomic tools.

### **School of Digital Culture at ASU**

*December 2011 - March 2012*

Exhibition Designer (Sponsored Project)

Co-led the design and construction of an exhibition piece for ASU's annual Emerge event. Implemented various rapid-prototyping tools and united an interactive digital interface with a physical sculpture.

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## Skillsets + Software + Abilities

### **Industrial Design Skills**

Rapid Ideation & Concepting  
Sketching & Rendering (Hand + Digital)  
Rapid/Digital Prototyping  
Physical Prototyping

### **Generalist Product Design Skills**

Ethnographic Research Methodologies  
Design/Branding Synthesis  
Iterative Prototyping & Wireframing  
Design for Manufacturing  
Multidisciplinary Collaboration  
Information Architecture

### **Software Skills**

Microsoft Office Suite / iWork Suite  
HTML + CSS, limited Javascript,  
Adobe Creative Suite (Ps, Ai, Id, Ae)  
Solidworks, Rhinoceros, Keyshot, VRay

### **Working Prototyping Experience with —**

Thermoforming, Mouldmaking, Polystyrene,  
Renshape, Foam, Wood, Sewing, Sheet Metal,  
Lathe, Letterpress, Arduino, 3D Printing

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## Education + Recognition

### **The Design School at Arizona State University**

Bachelor of Science in Industrial Design

*August 2009 - May 2013*

GPA 3.6 — Four Years Dean's List — IDSA

### **Director of Communications**

IDSA, ASU Chapter — 2012 - 2013

### **Design Excellence**

Arizona State University — 2011, 2012, 2013

### **1 of 5 IDSA Student Merit Award Nominees**

Arizona State University — 2013

### **Edson Entrepreneur Initiative Cohort**

Arizona State University — 2013