Juan Lada

LinkedIn | Design Portfolio
jbmlada@gmail.com | +63 929 702 5608

Skills

Design Tools: NX, AutoCAD, SolidWorks, Teamcenter, Minitab
Product Development Techniques: RCA, DFM, DFA, Tolerance Stack, Part Approval

Experience

Graduate Design Engineer - Haircare (New Product Development), Dyson 2022 – 2024
Design Engineer - Haircare (New Product Development), Dyson 2024 – Present

- Utilized computer-assisted design and drafting tools to develop designs for new products, demonstrating practical design skills at part-level and assembly-level
- Applied statistical tolerance analysis techniques to ensure consistent quality in high-volume production
- Evaluated robustness and functionality of products by testing prototypes, ensuring confidence in design prior to availability of moulded plastic parts
- Assessed feasibility of plastic parts to be tooled for plastic injection moulding via DFM
- Approved quality of plastic parts manufactured by toolmaker and contract manufacturer
- Communicated innovative ideas and design solutions to stakeholders through design review sessions

Project-specific activities:

Dyson Airwrap - Large Round Volumizing Brush (hair-styling attachment)

- Effectively collaborated in cross-team design sprints, resulting in the on-time delivery of the fastest new product development project in the company at the time
- Developed the attachment's Cool Tip, ensuring compliance with robustness, thermal, and industrial design requirements
- Conducted robustness testing, assessed failures using Root Cause Analysis (RCA), and demonstrated design solutions with rapid prototypes and mock-ups

Dyson Airwrap Co-Anda 2x - 30mm & 40mm Curling Barrel (hair-styling attachment)

- Oversaw the development of a common part used in multiple attachments and designed the seed part to which it connects
- Developed alternative design of production-intent parts, resulting to reduced overhead costs and leading to savings up to $5 per SKU
- Utilized dynamic tolerance analysis to predict interactions between plastic and metal parts
- Conducted user trials to determine robustness requirements related to user interaction
- Cooperated with tooling engineers and toolmakers to ensure ideal part condition during production

Dyson Airwrap - Conical Barrel (hair-styling attachment)

- Implemented alternative material to an existing product, leading to saved costs up to $2 per SKU
- Reworked existing 3D CAD, 2D drawings, and assembly configurations to apply necessary changes to achieve parity performance to the in-production configuration
- Applied statistical and capability analysis on test data to set product specifications
- Implemented a testing jig at the production line to ensure minimal yield loss

Education & Certification

University of the Philippines - Diliman – BS in Mechanical Engineering 2017 - 2022
Professional Regulation Commission – Licensed Mechanical Engineer 2022