



# Samantha Morales

samantha.morales.di@gmail.com

<https://samanthamorales.github.io/>

## EDUCATION

### National Autonomous University of Mexico (UNAM)

Bachelor's of industrial design  
October 2018

Summa cum laude

## SKILLS

### FOREIGN LANGUAGES

English - Advanced  
Italian - Intermediate

### PROGRAMS

SolidWorks  
AutoCAD  
Rhinoceros  
Illustrator  
Photoshop  
InDesign  
3ds Max  
KeyShot  
After Effects  
Premiere  
Cura  
LaserWeb

### WEB DESIGN

WordPress  
HTML5  
CSS3

### MATERIALS AND TECHNOLOGIES

3D Printing  
Laser Cutting  
CAD / CAM  
Plastic - Wood - Metal  
Fabric - Resin - Rubber

### TOOLS

Sketching  
Design Thinking  
Human Centered Design  
Rapid Prototyping  
Market Research  
Customer Journey Map  
Multidisciplinary Collaboration

## WORK AND RESEARCH EXPERIENCE

### INTERO VR

2017 - 2019 USA - ARIZONA / MEXICO

- Design and manufacturing of Virtual Reality products such as athletic VR headsets and tablet mounts, used at the World Rowing Indoor Championship.
- Prototyping and testing of 3D printed prosthetic arms working with the Child Rehabilitation and Inclusion Center Teleton (CRIT) of Veracruz and Tijuana.
- Collaboration with the Mexican Rowing Federation to design and develop products for the paralympic rowing team.
- User Experience for web design and development.
- Participation in Google and Microsoft Hackathons.

### WORKSHOUSE (La Casa de los Trabajos)

2017 - 2018 MEXICO - CDMX

- Furniture design involving the development of concept proposals, 3D modeling, rendering, construction, detailed plans and client presentations.
- Main clients: Sanofi, the Lebanese center, Jabali, Tec de Monterrey, AIG and Henkel.

### MEXICAN COUNCIL OF SCIENCE AND TECHNOLOGY (CONACYT)

2016 - 2018 MEXICO - CDMX

- Collaboration with "The laboratory of mobility and green infrastructure for energetic efficiency in cities" to better define state-of-the-art bike sharing systems that match the context and ergonomics of Mexican users.
- This project involved extensive research, interviews, ergonomic and user experience tests, prototyping, collaboration with the engineering department and analyzing of materials, Mexican manufacture and the use of UX tools such as Customer Journey Map, empathy maps, interviews and surveys.

### IONIC INDUSTRIES

November 2016 - May 2017

- Development of a jewelry brand for medical purposes.
- Analysis of brand positioning and creation of the business model.
- Creation of partnerships with the Jalisco Jewelry Chamber and artisans.

### WIKIA

2015 - 2016

- Support for WIKIA in sales, advertising, logistics and furniture assembly in the following design events:
  - "TOCA 2016" - Franz Mayer museum
  - "Corredor Cultural" - Roma / Condesa
  - Tlalpan Design Fair

### SOCIAL PLASTICS

2014 - 2015

- Development of furniture for a kindergarten with limited resources, manufactured with a thermofusion process of recycled plastics.

### PRESS AND MEDIA

Some projects in which I have collaborated have appeared on the mass media: newspaper, television and the radio.