



**ANARAMIREZ**  
design

**Product Development** | **Design Branding**

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- 📍 Los Angeles, CA

## 🔧 skills

**Product Development**  
Product management, Problem Definition & Solving, Market Research, Design Requirements Definition, Strategy, Leadership, Multi-disciplinary Team Collab.

**Design**  
User and Trend Research, Human-Centered Design, Ideation, Conceptualization, Sketching, 3D Modeling, Rendering, Prototyping, Branding, Visual Decks

**Software**  
InDesign, Illustrator, Photoshop, SolidWorks, Keyshot, 3D printing

**Languages**  
Spanish & English: Fluent  
French & Italian: Intermediate

## 🏆 awards

**Biomimicry Global Challenge**  
Polli Snak - Student category (2015)

**CSULB Student Sustainability**  
Honorable Mention, Polli Snak (2015)

**Umbra - CSULB Collaboration**  
Dish Drying Rack concept (2015)

## 📍 interests

- Interior Design & Color Trends
- Home & Kids Products
- Traveling & Nature
- Outdoor activities
- Cultures & Languages

# ☼ experience .....

## **PRODUCT DESIGNER / Seville Classics Inc. - Torrance, CA (2019 - Present)**

- Design and develop consumer electronics, home storage & organization products, and furniture pieces for the major retailers worldwide.
- Provide design advice and direction to the Sales team to help guide projects.
- Responsible for all stages of development: research, ideation, 3D CAD, pitch decks, prototyping development and approval, and pre-production sample approval.
- Develop mass production items that meet strictly low price points for wholesale.
- Ensure deadlines & costs are met, and sample iterations maintain design integrity.
- Contributed to a more modern take on design while still achieving strict price points.
- Optimized the product development process by implementing more structured steps.
- Started creating trend reports that are presented to the Sales team in order to launch products that are more relevant and current with the competitive market.
- Optimized pitch decks by creating a clearer, stronger, and more modern format.
- Create detailed drawings for patent filing.

## **INDUSTRIAL DESIGNER / Misaine Inc. - Torrance, CA (2017 - 2019)**

- Designed and developed drinkware, tableware and packaging designs for Starbucks.
- Conducted research in cities & locations and created trend guides to support projects.
- Created pitch decks with realistic renderings for client consideration.
- Created 3D files & Rapid Prototyping for client approval.
- Researched new techniques on ceramics and worked with factories for sourcing.
- Reviewed and refined sample quality before tooling & production.

## **INDUSTRIAL DESIGNER / SONOS - Huntington Beach, CA (2016 - 2017)**

- Designed and developed consumer products including medical products and toys.
- Met with clients to discuss design briefs, and communicated with them on a regular basis to present proposals and receive feedback.
- Created visual presentations for client consideration.

## **BRAND DESIGNER / Freelancer (2017 - Present)**

- Work and collaborate closely with clients to help define and develop their brand.
- Develop logos, business cards and visual branding elements.

## **UMBRA / Student Collaboration Project with CSULB (2015)**

- Proposed innovative household products that reflected the brand's design language.
- Received an award with a Dish Drying Rack concept.

## **MODEL MAKING ASSISTANT / ID on 3D - Hawthorne, CA (2013)**

- Assisted with model making and prototyping services at the ID on 3D model shop.

# 🎓 education .....

**INDUSTRIAL DESIGN / 2012 -2016**  
Bachelor of Science, Cum Laude - CSU, Long Beach

**PRODUCT DESIGN EXCHANGE / 2015**  
Study Abroad semester, Strate School of Design - Paris, France

**DESIGN KIT: THE COURSE FOR HUMAN-CENTERED DESIGN / 2018**  
IDEO.org online course through +Acumen

**ARTS AND CULTURES / 2013**  
Associate Degree with Honors, Sierra College - Rocklin, CA

**ARTS AND CULTURES EXCHANGE / 2013**  
Study Abroad semester, Sierra College - Florence, Italy

