

MERCEDES SALDANA

INDUSTRIAL DESIGNER + USER EXPERIENCE

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education

UNIVERSITY OF CALIFORNIA, BERKELEY

(MDes) Master of Design
Class of Spring 2022. USA.
- MDes Opportunity Grant

GENERAL ASSEMBLY

UX Design Immersive course. USA

INSTITUTO TECNOLOGICO DE MONTERREY

B.S. in Industrial Design
Class of Fall 2015. Mexico.
- 2015 Student Merit Award
- Cultural Dance scholarship

PONTIFICIA UNIV. CATOLICA DE VALPARAISO

Semester abroad in Design
Class of Fall 2013. Chile.

design skills

Concept ideation, User experience research
Sketching & Physical Prototyping, Usability
testing, 3D modeling, Rendering for
Manufacturing, Packaging design, Graphic
design, Product Management

software

Mac and PC
Adobe Illustrator, Photoshop, PremierePro,
InDesign, Figma. Solid works, Fusion 360,
Autocad, Keyshot. Stech, Invision. 3D printers.
Raspberry Pi- Python.

mechanical

CAD design, material selection and virtual
simulation analysis of solidification shrinkage
in casting process for different types of molds.

patents

Patent contributor (Industrial Designer):
Remote shut off system for city's electrical
power supply to residential zones:

interests

Industrial Design, Service Design, Culture, Experiences, UX/UI Design,
Sustainable solutions, Technical Design, Medical devices, Health.

work experience

MERCEDES SALDANA / FREELANCER

08.2019 - 08.2020 / Guadalajara, Mexico.

Create and edit web content for different clients involved in home
furniture industry.

HERRAMENTALES PARA MANUFACTURA / CAD DESIGNER

01.2019 - 11.2019 / Guadalajara- Tijuana, Mexico.

Engineering and design of casting and injection molds for parts and pieces
across the aerospace and transportation industry. Development of fixtures
and test equipment to streamline manufacturing process. Create mechanical
drawings and mold's design improvement by virtual simulation analysis.

- Apparatus to perform aerodynamic test on airplane conducts.
- Die casting and tilt pouring mold for trailer engine components

POUNCE CONSULTING/ INDUSTRIAL DESIGNER

03.2016 - 08.2018 / Guadalajara, Mexico

Design of plastic injection enclosures for electronic devices, street luminaries and
medical products. Product development through all design process phases.

Collaboration with hardware, firmware and product engineering teams to meet
project specifications, and comply with schedule and budget.

- Achieved the Good Design Award 2018
- Solar powered urban street lighting
- Watt-hour meter with low cost production for residential zones

BOLA DE PAPEL / DIRECTOR + CO- FOUNDER

01.2015 - 04.2019 / Guadalajara, Mexico.

Sketchbooks brand inspired by Mexico's textures, stories and colors.

Unique and customized items for artist, universities and companies.

Development of products from conceptualization to manufacturing phase
and final product delivery.

- Sales exceeds 4,000 units.

activities

LIMBO-02 / INDUSTRIAL DESIGN LEAD

01.2021 - now / San Francisco, CA

Design and development of a medical device that allows up to four patients
to share a single ventilator safely. Currently working in generating ideas,
conducting interviews, 3d re-designing, and assembly of electronic components.

- Awarded with the Ignite Grant by the Jacobs Institute for Design Innovation and
the CITRIS Invention Lab at the UC, Berkeley.
- Finalists in the Big Ideas competition at UC Berkeley.

SCHOOLAB- UC BERKELEY SCET / INDUSTRIAL DESIGN LEAD

01.2021 - now / San Francisco, CA.

Project in collaboration with Loreal in order to reduce waste on plastic makeup
containers.

HASS-IDEO INNOVATION CHALLENGE / INDUSTRIAL DESIGN LEAD

11.2020 / San Francisco, CA.

Selected to participate in the 2020 Challenge: Proposal focused on a conceptual
design for equitable futures in higher education in remote learning: EQ assistant is
designed to support university staff to adapt teaching and programming based on
real-time insights by measuring students' emotional reactions

ESTAMPAS DE MEXICO / DANCER

01.2010 - 12.2015

A representative of Mexico in 6 different international tours with CIOF, as part of the
Mexican Folk Team as a dancer.