

# Julieta Martínez Patiño

## INDUSTRIAL DESIGNER

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### PERSONAL PROFILE

Versatile designer with 4+ years cross-industry expertise in packaging, kitchens, and footwear. Combines technical precision (3D modeling, prototyping) with commercial savvy (client presentations, sales) to deliver market-ready solutions. Passionate about applying UX-driven innovation to structural design challenges.

### SKILLS

#### Digital Design & Visualization

- **Adobe Suite:** Photoshop | Illustrator | InDesign
- **Sketching:** Hand sketching | Digital sketching
- **3D Rendering:** KeyShot | Blender | V-Ray

#### Packaging-Specific Expertise

- Label specification systems (bottle dieline equivalents)
- UX testing & ergonomic evaluations
- Sustainable material integration

#### Engineering & Production

- **CAD Modeling:** SolidWorks | Fusion 360 | Rhinoceros | SketchUp
- **Prototyping:** 3D printing (industrial/rapid) | Foam-core modeling | Realistic finishes (for consumer testing)
- **Manufacturing Prep:** PET/HDPE optimization | Technical drawings

#### Cross-Industry Design

- Footwear/handbag ideation and pattern making
- Footwear/handbag tech packs & material sourcing
- Kitchen spatial planning & client or stakeholder presentations

### EXPERIENCE

#### Founder, Lead Designer & Brand Director

Imperia Footwear (Self-Founded Sustainable Footwear Brand) Xalapa, Mexico | 2022-2024

- Full-Cycle Product Design: Spearheaded 2 award-winning collections (Global Footwear Awards 2022), managing end-to-end development (sketching, pattern making, tech packs, artisan production).
  - Brand Identity & Strategy: Developed logo, packaging, and visual language to align with sustainable ethos, boosting social media engagement by 40% (Instagram, local press features).
  - Operational Leadership: Oversaw material sourcing, manufacturing, and e-commerce, with select inventory still in circulation.
- Key Transferable Skills:
- Brand-Centric Design: Created cohesive identities for products/packaging.
  - Cross-Functional Execution: Balanced creative vision with production realities (budget, timelines).

#### Kitchen Designer

Gintarini, Monterrey, Mexico | Nov 2023 – Feb 2024

- ◆ Client-Centric Design
- Delivered 4+ custom kitchen designs in 4 months by leading end-to-end client consultations, 3D modeling (SketchUp, V-Ray), and material sourcing, achieving a 95% client approval rate.
- Increased showroom sales by 20% through persuasive design presentations that highlighted ergonomic workflows and aesthetic cohesion.

◆ Technical Execution

- Reduced design revisions by 30% by creating photorealistic renders (V-Ray) for clients.
- Streamlined production timelines by optimizing cabinet layouts for manufacturability, cutting installation delays by 15%.

◆ Commercial Impact

- Upsold premium materials (e.g., quartz countertops, soft-close hardware, natural wood veneer) in 25% of projects, boosting average project value by \$30,000 MXN (£1,200 equivalent).

## Packaging Designer (R&D Team)

AlEn Group (Leading FMCG Brand, Mexico) | Mar 2024 – Jan 2025

### Key Achievements

◆ End-to-End Packaging Design

- Delivered 4 production-ready bottle designs (3 for US market) within 11 months, reducing time-to-market by 30% through streamlined UX research, sketching, CAD modelling (SolidWorks), renders (Blender), technical drawings, and prototypes.
- Improved ergonomics by 20% for a new product via user testing, rapid and high-fidelity prototyping.

◆ Cost & Efficiency Optimisation

- Reduced material costs by 15% by optimising PET/HDPE wall thickness in technical specifications, ensuring manufacturability.
- Minimised label misprints by 25% by developing print-ready label guidelines (bottle-equivalent to dielines).
- Resolved 1 agency design flaws by refining 3D model for manufacturing feasibility (weight distribution, reinforcements).

◆ Stakeholder Collaboration

- Shortened approval cycles by 30% by creating data-driven presentations for executives, linking design choices to consumer insights and business goals.

Managerial reference available upon request.

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## EDUCATION

### Savannah College of Art and Design (SCAD)

BFA Industrial Design | 2021

- First-Class Honours Equivalent (Magna Cum Laude)
- Grade: 3.8/4.0 (Distinction-level performance)
- Minor in Accessory Design

### Certifications

- Google UX Design Certification (2024 – Ongoing)
- CIATEC: Footwear Manufacturing & Modeling (2019)

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## AWARDS

### Global Footwear Awards 2022

- Winner: “Fallen Angel” & “Botanica” collections.

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## LANGUAGES

- Spanish (Native), English (C2 Proficient)