

JOSE LEDON ROIG

Interaction & Product Designer

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ACADEMIC & PROFESSIONAL BACKGROUND

- 2009 – 2010 Design Consultancy at the Acquisitions Department of the National University of Mexico (Mexico)
- 2007 – 2009 Interaction Design Master Programme, Umeå Institute of Design (Sweden)
- 2008 Two months Internship Programme at DENSO - TOYOTA, Nagoya (Japan)
- 2000 – 2005 Industrial Design Bachelor, CIDI - UNAM (Mexico) Professional Thesis name: "Nanotechnology in the Industrial Design" obtaining the Merit Diploma
- 2006 – 2007 Professor of the design department at ITESM (Technological and Superior Studies Institute of Monterrey) giving digital modelation classes with Rhinoceros software that is a main course (Mexico)
- 2005 – 2007 Freelance works developing products and settings using LED light illumination (Mexico)
- 2005 3 participations with the Design Studio "La Jabonera" developing rest zones for the gift fair "Espacio cede del regalo" (Mexico)
- 2003 – 2004 Student exchange at Universidad Politécnica de Valencia (Spain)
- 2001 Professional practice in a company that develops products called BIBA S.A. for 6 months (Mexico)

OTHER COURSES AND DISTINCTIONS

- 2010 Innovative products design workshop at National University of Mexico (Mexico)
- 2009 Video creation techniques course (Mexico)
- 2007 Finalist in the "Braun Prize México", one of Mexico's most important product design competition (Mexico)
- 2006 Shortlisted in the "Your way to Coway", international kitchen + environment design competition (Korea)
- 2005 Vitra Workshop "Intelligent Mansion", by Nick Hafermaas, Boisbuchet (France)
- 2005 Honorable Mention with the project "COMUTEK" for the contest "The Office of the Future" organized by the Quién Sabe? Congress and the Grupo DI (Mexico).
- 2005 Finalist in the Ephemeral architecture Contest "ARCO 2004- 2005", with the project "Recharge your Mind" (Mexico – Spain)
- 2003 Participation in the "MEXICOXDESIGN" Fair in Frankfurt, Germany with two different products (Germany)
- 2000 Course in Computerized Techniques for Design, INBA (Mexico)

PUBLICATIONS AND LECTURES

- 2010 Interaction Design lecture at the Industrial Design Research Center - UNAM (Mexico)
- 2008 Poster paper at "Participation and Innovation" Proceedings of SIDeR 08 in Sønderborg (Denmark)
- 2007 Coauthor of the article "neurodiseño" (neurodesign) in january's monthly publication of National Council of Science and Technology (CONACYT) (Mexico)
- 2006 Lecture "Cómo proponer diseño" (How to propose design) at Industrial Design Research Center (Mexico)
- 2006 Conference at UIA (Iberoamerican University) in the "Coloquio de Neurohumanidades" (Neruohumanities Congress) with the "Nanotechnology and Industrial Design" paper (Mexico)
- 2003 Participation in the international magazine "WOW" with one article of how to make a picture frame (Mexico)

OTHERS

- 2006 Active consulting and development of "Iluminación Viviente" (Living Lighting) workshop at the Franz Mayer Museum with 60 students and professors from Mexico (Mexico).
- 2005 Original Idea, Organization and development of the First Nanotechnology Workshop for Industrial Designers in the UNAM "Nanodiseño05", with 18 students and two important researchers (Mexico)

LANGUAGES

Spanish: Native / English: Advanced. TOEFL score 593 (Dec 2006) / Swedish: Beginner

COMPUTING EXPERIENCE & PROTOTYPING TOOLS

Rhinoceros, 3d Studio Max, Adobe CS4: Photoshop, Illustrator, Flash, InDesign, After Effects, Premiere
Microsoft Office
Arduino, Phidgets, Processing, Max/MSP, VVV and ActionScript 3