

María Isabel Lecanda Rodríguez

EDUCATION

ITESM, TECNOLÓGICO DE MONTERREY

BDes in Industrial Design

Graduated with honours and highest average (GPA) of the class.

Mexico City, MEXICO
Aug. 2003 – Dec. 2007

AALBORG UNIVERSITET

International exchange programme

Specialization in systemic and advanced product design.

Aalborg, DENMARK
Aug. 2006 – June 2007

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER

Children's furniture design and its technical development as well as decorative products and point of purchase/corner design for the Belgian company *Noukie's*. Jan. 2010 - Sept. 2011

Stackable stool design for Mexican fashion & lifestyle design brand *Pineda Covalín*. 2010

Amateur photographer for private clients. 2009 - Sept. 2011

Contributor for *TL Magazine* dedicated to design, fashion and retail trends. 2009 - 2010

Jr. Designer for *Michaël Bihain* design studio in Brussels. Sept. 2009 – Jan. 2010

Furniture and decorative objects design for private clients in Mexico City. 2008

MARTIN PROFESSIONAL

Design of scenery lighting for Martin Professional A/C

DLP technology integrated, reducing mechanical components significantly and increasing product features.

Århus, DENMARK
Jan. - June 2007

BUSINESS INCUBATOR, ITESM

Consultant on corporative image for new companies

Corporative images designed according to particular business models.

Mexico City, MEXICO
June - July 2006

COURSES

STAINLESS STEEL SEMINAR

Theoretical-practical course imparted by CENDI.

Mexico City, MEXICO
Aug. - Oct. 2007

GLASS WORKSHOP

Experimental jewelry design in glass.

Aalborg, DENMARK
Nov. 2006 – May 2007

B/W PHOTOGRAPHY

Documentary & studio photography. Darkroom film developing and image processing.

Mexico City, MEXICO
2002 - 2005

RECOGNITIONS

PRESENT TIME: Nominee at Design Competition with 'Popoid' table lamp. 2009

NOKIA: Winner at Music Almighty headset design competition: 'Free Willy'. 2009

EPIXA: First place winner in design contest with surgical table IDEX. 2006

PRESS: *FRAME Magazine #67* and web based releases as *Creative Review*.

PERSONAL INFORMATION

🏠 P.O. Box 25963, Dubai, UAE.

Nationality: Mexican & Spanish

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SKILLS

Confident, responsible and proactive. Creative and flexible while organized. Solution oriented with communication skills.

TECHNICAL SKILLS

Sketching and model making.

Adobe Illustrator, Photoshop, and Macromedia Flash^{MX}²⁰⁰⁴.

Main CAD modelling/rendering in Solidworks.

Some experience working in Rhinoceros^{3.0}, 3D Studio Max²⁰⁰⁹ and Pro Engineer^{2.0}.

LANGUAGES

Spanish: mother tongue

English: fluent

French: advanced

EXTRA - CURRICULAR

Photographer

Yoga, outdoors & coffee lover

Traveler