

# Esteban Poblano

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## EDUCATION

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### Ontario College of Arts and Design University (OCADU), Toronto, On

*Bachelor of Design: Industrial Design (Minor in Sustainability)*

*September 2020-April 2025*

- Nora E. Vaughan Award for Industrial Design winner (2025)
- Relevant Coursework: Design Thinking, Consumer and Market research, User Experience Design, Service Design, Product Design, Graphic Design, and Figma proficiency.

## PROFESSIONAL EXPERIENCE

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### Product Design Intern, Swave Studios, Toronto ON

*June 2023-June 2024*

- Contributed to end-to-end product design initiatives, translating user research and usability testing into clear design requirements, form decisions, and interaction logic, resulting in a 35% increase in user satisfaction.
- Developed and refined product concepts through iterative sketching, wireframing, and prototyping, balancing usability, accessibility, and visual clarity within technical constraints.
- Helped define and implement a cohesive product design language system across approximately 75% of active product lines, strengthening brand recognition and cross-platform consistency.
- Collaborated with cross-functional teams to validate design feasibility and optimize workflows, improving project delivery efficiency by 45% while maintaining strong usability standards.

### Design Assistant, .C (Coffee Boutique), Mexico City

*October 2021-December 2021*

- Supported early-stage concept development and industrial design ideation, contributing to form exploration, visual narratives, and brand-aligned proposals that improved internal concept approval efficiency by 25%.
- Assisted in the design and presentation of physical brand touchpoints, evaluating spatial layout, object placement, and customer interaction to enhance in-store usability and flow.
- Translated abstract brand values and user insights into tangible visual and material expressions, increasing clarity and effectiveness of internal and client-facing presentations by 30%.
- Applied design thinking and product storytelling in customer interactions, contributing to a 20% increase in sales and a 30% improvement in customer satisfaction and repeat visits.

### Brand Developer, KAVAKK.MX, Mexico City

*January 2018 - August 2020*

- Led the design and development of physical product samples, overseeing the process from concept sketching through prototyping, refinement, and final approval.
- Defined product form language, detailing, and material direction in alignment with brand identity, expanding product variety by 35% and increasing overall sales by 15%.
- Conducted market and trend research to inform design direction, color palettes, and material selection, resulting in a 40% increase in customer engagement.
- Applied iterative design methodologies by incorporating customer feedback and performance data into successive product refinements, improving satisfaction by 30%.

## AWARDS AND CERTIFICATIONS

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- User Centric Design Award by ACIDO at ROCKET Competition winner (2025)
- Participation in Design TO Festival for a collaborative UX project (2022)
- Participation in D&AD New Blood Awards 2024 for a collaborative UX/UI project proposal.
- **Furniture Design and Objects Certification** from Domestika
- **Principles of Conceptualization and Branding Certification** from Domestika
- **Figma Basics Certification** from Domestika

## SKILLS AND LANGUAGES

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**Languages:** Fluent English, Fluent Spanish, Fluent German

**Technical Skills:** Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Cloud (InDesign, Illustrator, Photoshop), Google Suite (Drive, Docs, Sheets, Analytics), Digital design tools (Fusion 360, Rhino 7, Procreate, Figma, Miro, Canva).