

Daniela García García

Industrial Designer

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Experience

Sprout Studios

Full Time
Jun 2023 - Present
Boston, Massachusetts

Industrial designer & CMF specialist

Generate product concepts through thorough market research and analysis, ensuring alignment with market opportunities. Proficiently utilize digital sketching and CAD to translate ideas into tangible designs, enhancing visualization through photo-realistic renderings. Additionally, specialize in crafting brand strategies centered around Color, Material, and Finish (CMF) to meet the unique needs and aspirations of clients.

GE Appliances

Internship
Jun 2022 - Jun 2023
Louisville, Kentucky

Industrial design intern

Develop concepts through digital sketches, CAD and rendering, for large and small appliances applying the brand VBL, developed new product initiatives and design refinements for product launch. Conducted color evaluation of material samples, benchmarking finishes, and implemented CMF strategies and trend forecasts.

Catania Cookies

Entrepreneurship
Jun 2021 - Present
Louisville, Kentucky.

Founder

Created the company product and developed new flavors based on market research and business strategy. Designed the companies brand identity and social media campaigns, as well as the packaging. Developed strategies for safe product delivery and engaged with customers for product sales and personalized orders.

AmplifiedAG

Internship
Jun 2021 - Mar 2022
Remote

Product design intern

Developed from concept to high fidelity prototype a new design for the fertigation system. Designed CAD models of the farms, 3D prints and developed a UI design for upcoming digital platforms. Sketched future concepts for their products and collaborated with the graphic design team to create visual designs and motion media.

Colart

SCADpro Sponsored Course
Sep 2021 - Nov 2021
Atlanta, GA

Design leader

Organized team strategy using tools like gantt charts. Realized field research and designed multiple marker concepts. Defined user needs, created a functional refillable marker concept, sustainable packaging and slide deck for the clients. As well as designing and prototyping a mobile app that would work with their products.

Education

Savannah College of Art and Design
Magna Cum Laude Industrial Design BFA

Acknowledgments

Athletic scholarship	2018 - 2022
Deans honor list	2019 - 2022
Lexus and Fox theater	
48h SCADpro challenge	Feb 2022
SCADamp certificate	June 2022
Futureproof challenge winner	Aug 2020

Activities

SCAD IDSA LEAD	2021
Promote and create a strong industrial design community in the Atlanta Campus	
Open hand Atlanta volunteer	2019
Pack meals for people in need	

Software

Keyshot	Illustrator	Excel	Keynote
Rhino	Photoshop	Word	Figma
Solidworks	InDesign	PowerPoint	Miro
Fusion360			

Hard skills

Sketching
3D modeling
Rendering
Brainstorming/Ideation
Concept development
Design research
UI and UX design
Rapid Prototyping
Product rendering
Social Media Management

Soft skills

Problem solver
Proactive
Leadership
Organization
Curious
Creative

Languages

English - Fluent
Spanish - Native