

# MARTIN BERECIARTUA

Industrial Product Designer / UX-UI Designer

 mfbdisin@gmail.com

 [martinfb.wixsite.com/mfbereciartua](http://martinfb.wixsite.com/mfbereciartua)

 Argentina - Italia

## SUMMARY

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All round designer, working in the product design field for more than 15 years in different business setups, these different experiences led me to refine my understanding of design and the role it plays. I am curious, always looking for new experiences and challenges.

## EXPERIENCE

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### Founder [MF Bereciartua Diseño](#)

 2005 - Ongoing  Argentina

Started as a Freelancer, then became a Design Consultant, Researcher involved in Ideation, Innovation, Production and market positioning.

- Worked designing for entrepreneurs and start-ups, full design process.
- Designed for different companies and design studios all over the world.
- Done ideation process for products kickoff.
- Modeled in CAD for visualization, 3D printing, and manufacture.
- Experienced with Bottle design, Bags design, Shoe design.
- Developed Equipment for physical training.
- Led the develop of a bus, dashboard and front fascia.
- Managed full process for manufacture Furniture and home equipment.
- Designed and developed stands for trade fairs.

### Lead Designer [Metalurgica MIT SA](#)

 2011 - Ongoing  Buenos Aires, Argentina

Metalurgica MIT SA - Office supplies manufacturer.

- Managed, designed, developed and delivered more than 50 new products including parts of existing products, from the initial design process (research, ideation, consumer approach) to product launch (packaging design, POP and marketing communication).
- Found and contacted suppliers and manufacturers from China to make the production of the developed designs.
- Led full development of 4 entire packing machines for manufacture process.
- Worked assisting technical office, engineering department, marketing and sales, contact with suppliers, clients and costumers.
- Planned and constructed tools for manufacture parts or products.
- Addressed design with aspects of quality management from ISO 9001:2015 standards.

### Industrial Design Educator [University of Buenos Aires](#)

 2005 - Ongoing  Buenos Aires, Argentina

Started teaching when I was a student.

- Taught design process (research, ideation, development), Design Thinking, Human factors, Product systems, How to communicate and share ideas.
- Shared tools to adapt and thrive under tight timelines and pressure situations.
- Coordinated groups of people doing different types of products with multiple ideas.

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Argentina - Italia

## EXPERIENCE

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### Mid level Industrial Designer [High Q Argentina](#)

 2007 - 2009  Buenos Aires, Argentina

Agency focused on large format advertising, retail and product design.

- Made at least 50 P.O.P. products for brands like Coca Cola, Camel, Johnnie Walker.
- Planned seasonal marketing campaigns from ideation to launch.
- Led the design and development of different elements and stands for Trade Fairs.

### Junior Designer [Bridger Conway](#)

 Feb 2005 - Aug 2005  Buenos Aires, Argentina

Bridger Conway is a full-service, integrated branding and marketing agency.

- Assisted the team with ideas and concepts focussed on brand briefs.
- Managed several products for more than 3 brands at the same time, e.g. Brahma, Corona, Smirnoff, Chandon.
- Created brand experiences for Trade Fairs, making renders and animations to visualize the idea.

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## EDUCATION

### BS in Industrial Design [University of Buenos Aires](#)

Buenos Aires, Argentina

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## TRAINING

### COURSES

- UX/UI Design – CABA Learning Accademy
- Hello Design Thinking – IDEO
- Graphic Design for Products  
(User Interface and communication) – UBA
- Modelling and Prototyping for industrial designers-UBA
- Shoe Design and Shoe making – UBA
- Transportation Design – UBA
- Small Boat Design and Construction – Nautical Boatbuilding School
- Water Transfer Printing for products – Hidrografica 3D
- Virtual teaching and learning environments – Citep, UBA
- Being a teacher in virtuality... with what strategies? – Citep, UBA

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## ACHIEVEMENTS

### INNOVAR Award

Costal Osteosynthesis System®

Mention, presentation and publication INNOVAR Awards 2014 – Argentina

### [Google Arts and Culture + Museum of Design Excelence](#)

Filling The Void: 10 Inspiring Designs From Across The Globe.

Clay Cooking Pot was chosen to participate in the Design Week 2020: A concise selection of inspiring products, graphics and architecture collected during the Covid-19 pandemic.

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## SKILLS

Solidworks Rhinoceros Keyshot Catia AdobeCreative Hand Sketch 3D Print Prototyping Figma

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## LANGUAGES

Spanish Native

English Proficient

Italian Proficient

French Beginner