

# RENATA SOUZA

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*Product Designer (BFA) with a Graphic Design minor. Seeking full time employment related to industrial design in the fields of furniture, sports and medical design.*

## EDUCATION

**Parsons School of Design, New York, USA**

2012 - 2017 • GPA 3.86 • Dean's list: Fall 2012 - Spring 2017

## WORK EXPERIENCE

**Síclo / CDMX, México**

**Head of Product/Industrial Design, February 2020 - present**

- Designed and created products to achieve brand and business objectives. From market research to ideation, user testing, rapid and high fidelity prototyping and production supervision.
- Responsible for managing intellectual property rights of products on a national and international level.
- In charge of all company's interior design interventions: new studios collaborations, pop-ups and existing studio modifications.
- Sourced and negotiated with partners and manufacturers to meet price/quality requirements for new product development.

**Thomyatrics / New York, NY**

**CEO & Founder, June 2018 - present**

- Designed and created company products through sketching, rendering, user testing, and prototyping.
- Managed company expenses, including product copyrights and patents, advertisements, press, and manufacturing.

**Ralph Lauren Home / New York, NY**

**Freelance Furniture Designer, July 2018 - July 2019**

- Conducted market research and designed and developed products for the company's furniture line.
- Coordinated the season's showroom setup, including ordering, upholstering, delivering, and tracking all furniture pieces.
- Sketching, rendering, technical drawing and rapid prototyping.

## ACHIEVEMENTS AND AWARDS

- International finalist and People's Choice Award winner, The Index Award 2019.
- Design Indaba 2018 global graduate speaker, Cape Town 2018.
- USA National finalist, James Dyson Award 2017.
- Antenna conference speaker, Dutch Design Week 2017.
- Academic Honors award, Parsons School of Design 2017.

## SKILLS

- Fluent Spanish and English, elementary french.
  - Advanced Adobe Suite Master, proficient Microsoft Office, Solidworks, Rhinoceros, Keyshot and Aspire.
  - Excellent sketching, prototyping and communication skills.
  - Experience operating CNC, 3D printing and various materials for prototyping such as: foam, plaster, silicone, wood, metal and concrete.
- Creativity • Adaptability • Time Management • Problem Solving