

CARLOS TERMINEL

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[Linkedin.com/in/carlosterminel](https://www.linkedin.com/in/carlosterminel)

EDUCATION

Master of Industrial Design, 2014 – 2016

Arizona State University

BSD in Industrial Design, 2010–14

Arizona State University

SKILLS

Adobe CC: AI, PS, ID, AE

CAD: SolidWorks, Rhino, Fusion 360

Rendering + animation: KeyShot

Digital sketching: Sketchbook, Procreate

UX research: controlled observation, interviews

Basic circuitry + Arduino

Basic fabrication and prototyping

Fluent in Spanish; proficient in French

DESIGN PHILOSOPHY

My job as a designer is to make good products, but my duty as a designer is to do good. Great design is a basic human right; it should not be reserved solely for the privileged. Designers have great agency for change. Fueled by my obsession for learning, I aim to make that change positive.

DESIGN AWARDS

[IDA Design Awards 2021 \(Bronze\)](#)

[Red Dot Design Awards 2022](#)

[iF Design Awards 2021](#)

[Red Dot Design Awards 2021](#)

[IDSA's IDEA Awards 2020 \(Bronze\)](#)

[Spark Design Awards 2020 \(Platinum\)](#)

[Good Design Awards 2020](#)

[International Design Awards 2020 \(Silver\)](#)

[German Innovation Awards 2020 \(Gold\)](#)

[ASU Faculty Letter of Commendation, 2016](#)

REFERENCES

References available upon request.

RELEVANT WORK EXPERIENCE

Whipsaw, Inc.

Industrial Designer, September 2019 – Present

- Designing products across a variety of categories including consumer electronics, medical, scientific lab instruments, gaming, industrial, home security, and robotics
- Granted 13 national and international design awards and counting, including Red Dot, IDEA, iF, IDA Awards, German Innovation Awards, Spark Design Awards, and Good Design
- Working closely and directly with clients to address aesthetics, ergonomics, branding, design for manufacturing, and cost targets
- Managing client relationships and design projects from scoping through implementation
- Overseeing and organizing company's diversity, equity, and inclusion efforts

Google ATAP via Adecco Staffing

Industrial Designer, May 2017 – May 2019

- Designed consumer electronics as sole industrial designer on Google ATAP's Mobile Vision, Mobile Sense, and Project Jacquard teams
- CAD modeled product concepts with careful consideration of manufacturing and cost concerns, resulting in faster turnaround time and fewer revisions
- Collaborated on-site at Taiwanese factory to troubleshoot during tooling bring-up, selecting golden samples and limit samples for quality inspection
- Collaborated with high fashion/apparel companies to create designs that respect the design ethos of their brands, enabling seamless integration of Jacquard hardware
- Rapidly prototyped and tested parts for fit, form, and function
- Specified color, material, finish, surface classification, and cosmetic inspection standards, all conformant to Google design language and production standards
- Conducted hardware UX studies, user observation, and interviews (English/Spanish)

Google ATAP via Extra Small Design, LLC

Industrial Designer + Researcher, July 2016 – May 2017

- Designed products as sole industrial designer for Google ATAP's Mobile Vision team
- Met weekly with ATAP's engineering team to find solutions to technical challenges
- Improved consistency in dev-kit assembly process by creating rendered animations
- Developed user experience across product, interaction flows, and unboxing

The Biomimicry Center at ASU + Google ATAP

Assistant Research Professional + Lead Industrial Designer, August 2015 – June 2016

- Lead industrial designer on ATAP project managing two student collaborators by providing feedback and growing their skills to recognize crucial design considerations
- Worked with interaction designers to develop full product-app environment
- Prototyped haptic feedback models using Arduino and tested with 50+ participants
- Designed tangible biomimicry education kits for deployment in museums and schools

Herberger Institute for Design and the Arts at ASU

Graphic Designer, August 2014 – August 2015

- Created digital and print content for Herberger Institute for Design and the Arts, including email newsletters, web graphics, printed calendars, pamphlets, and more
- Managed and executed concurrent projects for clients within the university
- Worked with local print shops to ensure printed collateral was up to quality standards and delivered in a timely fashion