

ALEX BOZA DIEGUEZ

Website: adiegz.com
Mobile: +1 236-862-2807
Email: az@adiegz.com
Location: Vancouver, Canada

SOFTWARE SKILLS

3D
Creo PTC, Fusion 360, Clo 3D,
Solidworks, Keyshot

Adobe Creative
Illustrator, InDesign,
Photoshop

UX and UI Design
Sketch App, InVision

EDUCATION

**Bachelor of Science –
Industrial Design Engineering**
University of Elisava
Sep 2010 – Jun 2015

**Master of Arts – Creation and
Development of Digital
Projects and
Interaction**
University of LCI Barcelona
Sep 2017 – Oct 2018

ADDITIONAL

EIT Climate KIC Journey
University of EIT
Jun 2017 – Jul 2017
Participated in the Europe's
largest summer school for
climate innovation and
entrepreneurship.

Industrial Designer Intern
ICFO
Sep 2015 – Jun 2015
Designed and 3D prototyped
the first medical noninvasive
blood flow measuring device
at the company as part of my
final thesis project.

Using design as process to deliver unique product experiences to connect emotionally consumers with products and brands.

EXPERIENCE

AZ AZ FREELANCE
Current, Full-time

- Currently supporting brands, creatives, and other business with design, technical and creative support.



LULULEMON | Vancouver, BC
Full-time

Designer // Sep 2022 – Apr 2024

Junior Designer // Mar 2021 – Sep 2022

- Led the expansion of Lululemon's accessories assortment targeting new business opportunities as Travel Men's and Performance.
- Supported the expansion and growth of Back-to-School business delivering new bag designs that support the modern scholar.
- Responsible for leading and implementing a new branding strategy across all accessories assortment.
- Developed expertise in fabric, trim, technology, and through travel, research, and product usage experience.
- Demonstrated deep knowledge of cut and sew construction and patterning with specific knowledge of bags and run vests.
- Partner with athletes and ambassadors to gather feedback for continual product innovation.
- Responsible for designing and executing season styles. Conceptual creation, overseeing the lifecycle, fabric and trims selection and creation of technical drawings.

Design Assistant // Nov 2018 – Aug 2019 / Jan 2020 – Mar 2021

- Built flat drawings and line plan overviews of accessories such as bags and other accessories.
- Created technical drawings for seasonal styles and support the lifecycle of the product.
- Supported the Designer and Senior Designer in preparing for major presentations (eg., by setting up files, mockups and prototypes).
- Captured feedback and action items at design and product meetings.



Nnergix | Barcelona, Spain
Part-time

UX and UI Junior Designer // Dec 2017 – Nov 2018

- Designed interfaces that provide users with an interactive, informative, and engaging experience, including a new SaaS interface for weather forecasting for renewable energy facilities.
- Demonstrated expertise in UI/GUI/UX design, wireframe development, design documentation, and interactive prototyping
- Designed a new corporate brand image and website.



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Paez | Barcelona, Spain
Full-time

Junior Footwear Designer // Feb 2016 – Mar 2017

- Designed new footwear styles across three seasons.
- Designed new accessories that included backpacks, totes and duffels.
- Designed new prints and graphics
- Supported the Senior Designer in the design process for new styles, prints and outsole designs.
- Took part in the color material direction and created color overviews for product presentations.
- Designed new packaging for the products, including a shoe box, hangtags, labeling, and silk paper
- Presented collections to distributors and potential clients.
- Introduced 3D printing to the company and spearheaded the rollout of potential applications to their products.



ICFO | Barcelona, Spain
Part-time

Industrial Design Intern // Feb 2015 – May 2017

- Designed and 3D prototyped the first medical noninvasive blood flow measuring device at the company as part of my final thesis project.