

Diego Almaraz

Industrial Designer

almarazdesign.com

Designing approachable, design-for-all products focused on usability, creating intuitive experiences that feel natural and easy to use.

Contact

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(831) 251-9156

Education

San Jose State University 2017-2021

BS Industrial Design

Skills

Design Thinking & Research

Clear Communicator

Human Factors/ Ergonomics

2D & 3D Visualization

DMF Considerations

Rapid Prototyping

UX/UI Design

Bilingual (Spanish & English)

Software

SolidWorks/ Blender/ Keyshot

Adobe Programs

Sketchbook Pro/ Figma

AI Tools/ Midjourney/Vizcom

Hobbies

Guitarist

Hiking

Reading/ Learning

Grease Monkey

Experience

Industrial Designer

StudioRed, Palo Alto | July 2021 - Present

Responsibilities

- Worked closely with the Senior Industrial Designer and Design Director as part of a collaborative design team, contributing to the development and refinement of multiple projects.
- Communicated design intent and feedback clearly across cross-functional teams, including mechanical and electrical engineers, overseas manufacturers, and clients.
- Took diverse design projects from concept through production, maintaining active involvement throughout each stage to ensure design intent, and usability.

Project Highlights

7-Eleven QCO | Quick Self Check Out Kiosk

- Collaborated closely with studio and 7-Eleven mechanical engineers to develop solutions that preserved the original design intent while keeping strict technical requirements in mind.

- Built full scale prototypes and led ergonomic and ADA studies, influencing interaction point placement and the overall form of the QCO and POS system.

Google X Taara | Optical Communication Device

- Contributed to early design development within a collaborative team, balancing aesthetics with strict technical requirements such as thermal performance and ease of setup.

- Influenced internal layout decisions with client engineering, improving overall form factor and spatial efficiency.

- Led full-scale prototyping to validate usability and designed integrated features and accessories, including an ergonomic handle, for a cohesive product form.

DeeDu Toy Tracker |

- Led industrial design for the Toy Tracker, driving a compact form factor through prototyping and cross-functional collaboration.

- Directed internal architecture decisions by influencing PCB layout through clear visual communication with electrical engineers, enabling a smaller, more adaptable tracker.

Industrial Design Intern

Stellar Design, San Mateo | January 2020 - January 2021

- Contribute an adventurous outlook to bring bold new ideas to the table.
- Deliver a sophisticated aesthetic approach that balances an understanding of user experience and an awareness of emerging trends.
- Collaborate proactively within a team.

IDSA Student Chapter President

IDSA Student Chapter, SJSU San Jose | May 2019 - May 2020

- Organized trips to design events and firms.
- Coordinate club meetings valuable to students and invite guest speakers.

Senior Lab Tech

Calvin Seid Innovation Lab, San Jose | March 2019 - May 2020

- Manage everyday operations and training new hires.
- Operating a variety of 3D printers, Laser cutters, sewing machines and CNC.