

JORGE

PULIDO

Product Designer

323.356.8336 jorgep32@hotmail.com

## EDUCATION

2010 Art Center College of Design: Pasadena, California.  
\*Bachelor of Science in Product Design

09.02 - 06.05 Pasadena City College: Pasadena, California.  
\*Associate Degree in Art & in Science

## EXPERIENCE

05.10 - 08.10 Sponsored Studio - Nestle / Willy Wonka candy company  
\*Designed new ways for the consumer to buy & experience candy

07.10 Sponsored Designstorm - Avery Dennison  
\*Intensive 3-day workshop with select students  
\*Designed ways to take their existing technology and apply it to new products that will help the modern soccer mom organize her environment

06.09 - 12.09 PUMA AG - Footwear Design: Herzogenaurach, Germany / Intern  
Designed for Inline Motorsport 4Wheel & 2Wheel, Kids, Teamsport, Ferrari, Ducati & Special Make Ups (SMU) projects. Many of my designs are now on the market.  
\*Responsible for individual shoe design's tech packs & colorways  
\*Created / compiled graphics for footwear, apparel & accessories  
\*Material & color trend research  
\*Modified shoe uppers and shell patterns to fit specific price points  
\*Designed new sustainable packaging for kids footwear  
\*Designed for a collaboration project with BMW

06.02 - 06.06 Elden Design - Los Angeles, California / Studio Assistant  
\*Assisted in designing & building sets / props for TV & advertisements

## RECOGNITION

Work Selected for display in the Art Center student gallery:

\*Bike Helmet, aerodynamic road bike helmet with its form and function inspired by the samurai warrior

\*Resort Beach Chair, combines low cost manufacturing with high California style and functionality

## SKILLS

\*Adepts in identifying and solving problems \*Creative conceptual thinking

\*Ideation sketching \*User research \*Trend Research

\*Adobe Illustrator \*InDesign \*Photoshop \*SolidWorks \*Microsoft Office applications

\*Proficient in Mac and PC \*Furniture / model making

## LANGUAGE

\* Fluent in English & Spanish