

BELÉN HERMOSA

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EDUCATION

Qualification awarded **MDes Degree in Industrial Product Design. 2004**
University Coventry University, Coventry, (United Kingdom)

Qualification awarded **Industrial Technical Engineering in Mechanical Specialization. 2002**
University E.U. Ingeniería Técnica Industrial, Bilbao (Spain)

WORK EXPERIENCE

Aug 12 – Present **Corporate Image Manager at Nuclear Services department.** IDOM, Barcelona (Spain)
Aug 12 – Present **Project Analyst & Designer at Nuclear Services department.** IDOM, Barcelona (Spain)
Nov 08 – Aug 12 **Design consultant and Project Manager at Innovation department.** IDOM, Barcelona (Spain)
Oct 07 – Jul 08 **Senior product designer.** LinkDesign Studio, Barcelona (Spain)
Dec 05 – Oct 07 **Product Designer & Communication and Image Manager.** Onn Outside Mobiliario Urbano, S.L., Bilbao (Spain)
Jun 06 **Conceptual designer.** Workshop INTERSEKZI as part of Alsop Architects teamwork, Bilbao (Spain)
Sep 05 – Present **Product, graphic & web designer. Illustrator.** Bespace (Own Business), Bilbao (Spain)
Aug 05 – Nov 05 **Junior product designer.** Domo Innovación, S.L., León (Spain)
Jun 05 – Jun 05 **Graphic Designer.** Internacional Comercio Trading S.L., Bilbao (Spain)
Sep 04 – Dec 04 **Concept Designer (Scholarship).** Design Innovation (FIAT Advanced Design), Milan (Italy)
Oct 01 – Jul 02 **Industrial Technical Engineer (Scholarship).** Industrias del Rodamiento, S.A. (IRSA), Bilbao (Spain)

COMMUNICATION SKILLS

Good communication skills gained through my experience as innovation designer working collaboratively in multi-disciplinary environments, facilitating work teams to bring innovative products to market using a variety of design tools and techniques: storyboards, sketching, modeling, user journeys and empathic workshops. Responsible of the IDOM Nuclear Services Corporate Image developing the commercial material (web content, brochures and commercial documentation) according with the IDOM main Corporate Image. Good communication and intercultural skills acquired during my international studies, work experience and participation in OpenIDEO Challenges (arriving to Final Review Phase on Circular Design Economy Challenge).

ORGANISATIONAL & MANAGERIAL SKILLS

Good organisational skills gained as Project Manager at Innovation Design Field. Due to my studies, I have technical knowledge in materials processing technology and in products design and development. Due to my professional experience, I have connected the design process with the company point of view, departments and strategy. Creation of methodologies to develop Design Thinking projects from 2 different points of view: organizing/creating/remodelling the design process and/or guide the product/service development. Working in the Nuclear Sector I gained experience working in accurate deadlines and regulations. IDOM Nuclear Services Human Factors & Ergonomics Group management, organization and dynamization. As a member of the Research, Development & Innovation Group of Idom Nuclear Services helping on innovation process definition, applying the knowledge acquired during my work at Idom Innova.

CREATIVE SKILLS

New concepts & product generation and development with multidisciplinary teams and profiles as well as working alone. Experience conducting several kinds of creativity workshops ("Personas", Product aspect, Empathic workshops,...) and Design Thinking tools (brainwriting, needs analysis, personal interviews, life cycle analysis, storyboards, rough prototyping, ...). Excellent sketching ability.

FEATURED PROJECTS

Client _ Year(s)	IDOM, 2012-Present
Project	Corporate Identity
Position held	Nuclear Services department Corporate Identity Manager.
Tasks and responsibilities	Align the graphic image of the department with the company corporate image. Press release compilation. Advertising development (magazines ads, tradeshows and events graphic material, roll-ups, vinyls...). Technical brochures, catalogues and diptychs development. Market research of competitors graphic image. Design of the graphic image of the Nuclear Services internal use portal (Sharepoint development). Department compilation of info for several corporate commercial platforms (annual report, web, video and company global presentation). IDOM Nuclear Services news management for publication in internal media (newsletters, internal platforms) as well as for external media (web, social media,...). Search of visual resources with license or management of clients "use of image" permissions. Internal documentation templates development. Merchandising management.
Client _ Year(s)	SEAT After Sales
Project	"Future of automotion" Workshop at the 5th SEAT International After Sales Conference in Barcelona. 2016.
Position held	Workshop dynamizer.
Tasks and responsibilities	5 different workshops were held simultaneously during the Conference. Process refinement of workshops development, dynamization of "Future of automotion" Workshop where participants (SEAT after sales country managers) imagine the future of transportation and results analysis.
Client _ Year(s)	Asociación Nuclear Ascó - Vandellòs II, A.I.E. (Nuclear Power Plant). 2016.
Project	Fire propagation analysis at Vandellòs II NPP.
Position held	CAD Modeller (Blender).
Tasks and responsibilities	Development of the 3D CAD model of 2 different safety related rooms, including all relevant elements for the FDS Analysis. Use of 2D plans and drawings property of the NPP and walkdowns all over the fire areas as input. 3D modelling in Blender software and geometry preparation to export it to FDS software.
Client _ Year(s)	Fusion for Energy. 2015 – 2016.
Project	F4E-OMF-0578-01 – Thermo-hydraulic Framework contract. Task Order No. 01 - Thermo-hydraulic Analysis of the ITER Vacuum Vessel Regular Sector.
Position held	CATIA & Space Claim Modeller.
Tasks and responsibilities	Working on simplifying the 3D geometry and meshing with Pointwise software of the Regular Sector #05 of the ITER Vacuum Vessel, preparing geometry for its meshing and thermo-hydraulic analysis.
Client _ Year(s)	Asociación Nuclear Ascó - Vandellòs II, A.I.E. (Nuclear Power Plant). 2012- 2015.
Project	Aging management of Vandellòs II, Ascó I & II NPP's.
Position held	Project Analyst & Engineer.
Tasks and responsibilities	Revision of scope and selection of components. Aging management review tasks, analysis of aging effects. Assignment of maintenance programs.
Client _ Year(s)	Consorci Sanitari de Terrassa (Healthcare Centre). 2012
Project	Design Thinking Workshops
Position held	Project manager
Tasks and responsibilities	Design, development and execution of 3 workshops based on the Design Thinking methodology (understand, ideate and prototyping) with workers of healthcare sector.
Client _ Year(s)	JCM Tech (Remote control manufacturer). 2012.
Project	Conceptual design of future remote controls, looking for new features.
Position held	Project manager & User-centered design Consultant.
Tasks and responsibilities	Design research. Customer journey maps development. User needs & experience study through workshops and open interviews. Facilitating and managing multidisciplinary teams. New products, services and business model specification.

Client _ Year(s)	Asociación de las Industrias de la República Dominicana AIRD (2012).
Project	Consulting "Creative Cluster Development: Dominican Beauty and Plastic Clusters".
Position held	Consultant.
Tasks and responsibilities	International benchmarking of beauty products. International benchmarking of beauty products packaging. Knowledge transfer seminars. Creative workshops. Interviews with individual enterprises. Action Plan.
Client _ Year(s)	Veiasa (Verificaciones Industriales de Andalucía S.A.), 2012.
Project	Empathic workshop.
Position held	User-centered designer.
Tasks and responsibilities	Development of an empathic workshop in 3 different Vehicle Technical Inspection Centres (ITV) in Andalucía looking for an improvement of user experience (client and technician) during the vehicle inspection process.
Client _ Year(s)	ddi: Spanish Public Corporation for the Development of Design and Innovation (2009 - 2011).
Project	Design management consultancy for 4 different regional councils Consultant (Itinerario adfñ Project).
Position held	Design Consultant.
Tasks and responsibilities	Formulate, prototype and document the 3rd phase of the methodology "Innovative product design". Coaching consultant team at product and service design and development. Coaching participant companies at product and service design and development. Conceptualize and specify an innovative product with the participant companies through consultancy sessions. Coaching participant companies at new product/service development process through remote assistance and follow-up sessions
Client _ Year(s)	Hospital Sant Joan de Deu. 2009-2010.
Project	Technical assistance to the innovation's direction.
Position held	Design Consultant.
Tasks and responsibilities	Looking for improvement opportunities in different departments and under different aspects (assistance, telecommunications, security, client assistance,...). Design contest organization and management to relate design students with medical devices. User-centered innovation projects (Empathic design workshops as methodology of opportunities search). Health care devices conceptual design. Brainstorm dynamization.
Client _ Year(s)	IDOM (Internal project), 2011
Project	IDOM Sensing
Position held	Graphic designer
Tasks and responsibilities	Logo design and stationery application, navigation map design and navigation icons design and development for a project based on agricultural crops care with sensors .
Client _ Year(s)	IDOM (Internal project), 2010
Project	Ideas manager
Position held	Graphic and user interface designer
Tasks and responsibilities	Design of an ideas manager program developed for the own company use and applied later to the clients: "state-of-art", competence analysis, interface design, design and development of navigation icons. UX.
Client _ Year(s)	Xunta de Galicia, 2009
Project	Innoproducto
Position held	Consultant
Tasks and responsibilities	Analysis and assessment of the new product development process: diagnosis of the product design and development process, design and generation of a new design and development process for new products working with multidisciplinary company teams and profile coaching through new product design and concurrent engineering seminars.
Client _ Year(s)	Grupo ThyssenKrupp, 2005
Project	"Future mechanic escalators", "Finger for the Airbus A380"
Position held	Designer
Tasks and responsibilities	Design of innovative products: visualization of different people mechanic transport future scenarios, improvement of user experience at airport fingers, conceptual design and sketching.

Client_ Year(s) **FIAT (Design Innovation Design Studio, Milán), 2004**
 Project **Plastic city car**
 Position held Designer
 Tasks and responsibilities Design and development of new concepts for a new small city car based on plastic materials: analysis of competence, “state-of-art” and generation of different concepts for new city cars. Workshop: Strategic marketing and design for the launch of the new Fiat 500.

LANGUAGES

Spanish Mother tongue
 English C1/C2: Proficient user
 French B1/B2: Independent user
 Italian A1/A2: Basic user
 Basque A1/A2: Basic user
 Catalan B1/B2: Independent user
Levels: Common European Framework of Reference for Languages

COMPUTER SKILL

CAD design CATIA v5 R20, Unigraphics (UGS NX 4.0), AutoCAD (2D & 3D), Solid Works, Blender, SketchUp, Rhino, 3Ds Max, MicroStation, Pointwise, Space Claim.
 Rendering V-Ray (for 3Ds Max)
 Animation & Web Flash, Dreamweaver
 Adobe Acrobat, Photoshop, Illustrator, InDesign
 Other design software Painter, Corel Draw, Freehand
 Office automation Microsoft Office

DESIGN PROCEEDINGS

Title_Authors **User Centered Design Process.** B. Hermosa.
 Global Innovation Day, Innobasque. Bilbao, 2012
<https://www.youtube.com/watch?v=cwdQPSLjGwQ>

Title_Authors **Balancing user experience with logistics.** B. Hermosa, M. Veefkind
 “Logistic Corner”, Hispack Fair Barcelona (2012).
<http://www.icil.org/7915/actualidad/conferencias-icil-logistic-corner-en-hispack-2012/>

Title_Authors **Design as locomotive of innovation; Itinerario adñ, an experience in small- and medium sized enterprises.** B. Hermosa, M. Veefkind, X. Ayneto (Idom), A. Palazuelos (ENISA).
 2nd International Conference on Design and Innovation of Catalonia CIDIC (2012)

Title_Authors **User Centered Design - user Interfaces.** B. Hermosa, M. Veefkind (Idom).
 CEQUIP (2011)