

Ruben Gaona

MA Product Designer / Design Educator

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Profile

Industrial Designer
Product Designer
UX/UI Designer
Design Researcher
Design Educator

Ruben Gaona is an accomplished **product and interaction designer** currently serving as an **Associate Instructor** at El Bosque University in Bogota, Colombia. He earned his degree in **Industrial Design in 2010** and has since been actively engaged in diverse product development initiatives, often collaborating with international teams.

Throughout his career, Ruben has demonstrated a comprehensive understanding of design processes, **spanning research, ideation, project management, and intricate CAD-based production requirements**. His involvement in challenging projects has not only showcased his versatility but also propelled him into fields such as interaction design, UX/UI, and graphic development.

With a broad professional background and a keen interest in approaching design from various perspectives, Ruben has seamlessly integrated into academic settings. **Since 2020, he has been contributing to teaching and research activities**. His responsibilities include overseeing introductory undergraduate classes, conducting design workshops, leading design research initiatives, and providing guidance to both undergraduate and postgraduate projects.

Education

Meisterschüler: Product Designer. 2021-2022
Weißensee Kunsthochschule. Berlín, Germany

>Study Program offered to outstanding MA graduates.<

Master Degree: Product Designer. 2017-2019
Weißensee Kunsthochschule. Berlín, Germany.

>Scholarship Holder DAAD-Colfuturo<
>GPA: 1.0 (Germany). Equivalency: 5.0 / A+ <

Bachelor Degree: Industrial designer. 2006-2010
Jorge Tadeo Lozano University. Bogotá, Colombia.

Courses

3rd International 3D Printing Congress. 2023

El Bosque University

Google Project Management Professional Certificate. 2022

Google. Online

Google UX Design Professional Certificate. 2021

Google. Online

Specialization Course:User Experience Research and Design. 2021

University of Michigan. Online

Specialization Course:User Interface Design. 2021

University of Minnesota. Online

Formulation and management of research projects. 2021

Politécnico Superior de Colombia. Online

Teaching and university didactics. 2021

Politécnico Superior de Colombia. Online

International Design workshop: Giant Bikes 2019

National Cheng Kung University. Tainan, Taiwan.

>Innovative Design Award<

Languages

English_ Advance

Presently attending C1 classes

Toefl IBT: 88. 2014

German_ intermediate

C1 Level certificate. 2017

TestDaf 4x4. 2017

Spanish_ Native Speaker

Programming

HTML & CSS

Responsive Web Design_Developer certification . 2023

FreeCodeCamp

Educator Experience

CAD skills
Rapid Prototyping
3D Printing
Laser Cutting
Detailed Prototyping
Graphic Design
User-Centered Design
Design Thinking
Design Research
UX/UI

Adobe CC
Figma
Rhinoceros 7.0

Associate Instructor Aug 2022 - present

El Bosque university. Bogotá, Colombia.

Undergraduate Courses:

Design Theory 1: Conducted an introductory class for 1st-semester students, delving into fundamental design concepts. Employing a blend of theoretical sessions and practical exercises, I guided students through the exploration of concepts like forms, shapes, compositions, proportions, color.

Technology Essentials 1: I facilitated a workshop tailored for first-semester students. The workshop centered on foundational aspects of model construction, equipping participants with essential skills in the utilization of measures, scales, construction grids, rapid prototyping materials, and finishes. Emphasizing a meticulous approach, the course aimed to instill a keen attention to detail.

Design Essentials 2: Conducted a workshop for 2nd-semester students, guiding them in the exploration of user-centric design through the development of a toy and its technological complement.

Geometry Essentials 3: Designed a workshop for 3rd-semester students, enabling them to craft 2D pieces and hone their skills in Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.

Fundamentals of Plastic Communication: Developed and delivered a workshop for 3rd-semester students, challenging them to reflect on communication concepts. Through design challenges, students explored textures, colors, fonts, and graphic styles, fostering a comprehensive understanding of visual communication.

Design Research: Conducted a workshop intricately linked to final undergraduate projects. This course stimulated critical thinking about informed decision-making in the design process. It provided an extensive overview of design frameworks and research methodologies, emphasizing the importance of structuring research plans.

Postgraduate Courses:

As part of the Master of Ergonomics and Universal Design program, I conducted various sessions within UX-Module. In this capacity, I encouraged students to delve into the field of UX/UI. These sessions were designed to prompt thoughtful reflection on the profound impact design can have on user behavior and decision-making processes.

Research Experience

Design Research
Research Through Design
CAD skills
Rapid Prototyping

Research Advisor Feb 2020 - Feb 2023

Jorge Tadeo Lozano University. Bogotá, Colombia

E- Tadeo Project:

As a key contributor to a collaboration between the faculties of Robotics and Industrial Design, I played an integral role in the conceptualization, planning, and execution of a project focused on the development of an autonomous e-vehicle. This initiative aimed to function as a mobile laboratory, facilitating the testing of technologies for propulsion, navigation, and interaction.

Throughout the project lifecycle, I actively engaged in various aspects, demonstrating my expertise in the field of mobility.

My responsibilities encompassed diverse tasks during different stages of the vehicle's construction:

Frame Development:

- Spearheaded vehicle packaging planning, ensuring optimal spatial utilization.
- Conducted CAD modeling to visualize and refine the vehicle's structure.
- Utilized 3D printing for prototyping, allowing for efficient testing of design concepts.
- Engaged in lo-fi prototyping to validate and iterate on early design concepts.

Bodywork Development:

- Led vehicle packaging planning to integrate form and function seamlessly.
- Contributed to ideation and sketching phases, bringing creative concepts to life.
- Employed clay modeling techniques to sculpt tangible representations of design ideas.
- Executed CAD modeling for precise detailing and refinement.
- Utilized 3D printing for rapid prototyping and material experimentation.

Contextual Analysis:

- Developed comprehensive research plans and protocols for a structured understanding of the project's context.
- Supervised and evaluated results produced by students involved in various aspects of the project, ensuring alignment with project objectives.

Professional Experience

Design System
Components
Wireframes
Prototyping

Figma
After Effects

User Interface Designer Mar 2022 - Aug 2022

Casa Toro Automotriz S.A. Bogotá, Colombia

As a UI designer, I played an important role in the dynamic development of a multiplatform product, spanning both web and native applications across mobile and desktop environments. My responsibilities included:

Planning and Construction of a Design System:

- Orchestrated the planning and implementation of a robust Design System using the principles of Atomic Design.
- Developed a scalable system of components, ensuring modularity and reusability for efficient and consistent UI development.

Development of Hi-Fidelity Prototypes for User Testing:

- Produced hi-fidelity prototypes to simulate the end-user experience, facilitating rigorous user testing.
- Incorporated feedback from testing sessions to iterate and enhance design solutions.

Developer Support:

- Worked collaboratively with developers, providing clear design specifications and documentation.
- Offered ongoing support to the development team, addressing design-related queries and ensuring the faithful implementation of UI elements.

Industrial Designer Feb 2019 - Jun 2019

Büro Staubach. Berlín, Germany

As an industrial designer, I actively contributed to multiple projects, predominantly focused on the development of railway vehicles. Within this capacity, my tasks comprised:

Ideation of Exterior and Interior Design:

- Spearheaded the conceptualization phase, driving the ideation of both exterior and interior design elements for railway vehicles.
- Integrated functional and aesthetic considerations to create innovative and user-centric design solutions.

3D modeling
Product visualization
Rapid Prototyping

Rhinoceros 7.0
v-ray

Highly Detailed CAD 3D Modeling:

- Leveraged advanced CAD tools to execute highly detailed 3D modeling, offering a comprehensive visualization of design concepts.
- Ensured precision in modeling, taking into account manufacturing constraints and design feasibility.

Building of Lo-Fi Testing Mock-Ups:

- Played a hands-on role in the physical manifestation of design concepts by constructing lo-fi testing mock-ups.
- Implemented iterative prototyping to validate design ideas, ensuring practicality and usability in real-world scenarios.

Industrial Designer Apr 2011 - Jun 2018

Citytrikes Pedicabs. London, UK/ Yong Kang, China.

As a designer, I played a pivotal role in the inception, planning, and execution of a groundbreaking project aimed at designing pedicabs for London, capitalizing on the opportunities presented by the Olympic Games in 2012. My contributions spanned the entire project lifecycle:

Phase 1: London - Ideation and Context Research:

- Conducted comprehensive context research to discern the intricate requirements of the pedicabs, encompassing use, logistics, and business considerations.
- Executed a competitive audit, gathered insights through user and rider interviews, and conducted shadowings of the business model to inform the design process.
- Initiated the ideation phase through sketching and rapid CAD prototyping, ensuring alignment with the project's overarching goals.
- Developed detailed CAD models for visualization, providing a tangible representation of the envisioned pedicabs.

Phase 2: China - Pilot Production Development:

- Orchestrated the adaptation of parts and components through CAD, ensuring seamless integration with the established design guidelines.
- Generated detailed CAD models for manufacturing, facilitating precision and accuracy in the production process.
- Produced comprehensive manufacturing documentation, offering clear guidelines for the production team.
- Provided ongoing manufacturing support, addressing challenges and refining designs as needed.

- Led the complex planning and setup of the manufacturing process in China, optimizing efficiency and quality.
- Supervised the manufacturing process, ensuring adherence to design specifications and maintaining high-quality standards.
- Developed meticulous packing plans and assembly manuals, streamlining the final stages of production and deployment.

Phase 3: London - Deployment in Europe:

- In response to the time constraints associated with the arrival of the vehicles in Europe, I meticulously crafted an assembly manual. This comprehensive guide not only expedited the preparation of the vehicles for use but also ensured a seamless and efficient process.
- Spearheaded the development of impactful graphical materials to augment our advertising campaign. These materials were strategically designed to reinforce the project's messaging, enhancing visibility and creating a compelling narrative around the pedicabs. This initiative played a crucial role in maximizing the project's reach and impact in the vibrant and dynamic context of London, particularly during the Olympic Games in 2012.

Phase 4: Product Official Launch:

Following the successful deployment of the initial fleet of vehicles across various cities in Europe, our attention turned to refining the product based on valuable user feedback for its international unveiling at the Shanghai Bike Fair. In this pivotal phase, my responsibilities included:

- Conducted insightful interviews with users to gather firsthand feedback, ensuring a comprehensive understanding of their experiences and expectations.
- Systematically inspected used vehicle models to identify potential areas for improvement, focusing on enhancing both functionality and user satisfaction.
- Utilized detailed CAD modeling to visually articulate proposed enhancements, providing a clear and tangible representation of the redesigned vehicle.
- Spearheaded product refinements based on user feedback, ensuring that design improvements were aligned with both user preferences and manufacturing feasibility.
- Produced meticulous manufacturing documentation, providing precise guidelines for the implementation of refinements in subsequent production cycles.
- Provided hands-on supervision throughout the

Project management
Team-player skills
3D modeling
Product visualization
Rapid Prototyping
Planning manufacturing
Manufacturing documentation

Autodesk Alias
Autodesk Showcase
Adobe Suite

manufacturing process of exhibition samples, ensuring the accurate translation of design refinements into the physical product.

- Developed compelling graphic pieces to adorn the fair booth, effectively communicating the product's features and improvements to a diverse international audience.

Additional Projects

China/ USA / Colombia.

In addition to the highlighted experiences that showcase the strength of my skills as a product designer, my professional journey has been enriched by diverse projects that further demonstrate the breadth of my expertise:

SUNIN Industrial Design Studio, China:

Developed innovative home decoration products and fitness equipment, contributing to the studio's portfolio of cutting-edge designs.

Ester Pedicabs, China:

Spearheaded the redesign of a pedicab and oversaw the iterative updates of multiple product versions, enhancing both aesthetics and functionality.

Easy Rider Pedicab, USA:

Provided integral support throughout the development process of Easy Rider Pedicab vehicles, gaining valuable insights into the nuances of the American market and contributing to the successful realization of their products.

Adarga Design, Colombia:

Led an entrepreneurial project centered on the design and development of handcrafted objects. This endeavor involved not only creative design but also navigating the complexities of entrepreneurship in the Colombian context.

Project management
Leadership
Leather Manufacturing

Updated:
20.12.2023