2023

Hi, I am Alejandra Segura

INDUSTRIAL | PRODUCT DESIGNER

Project Categories

Domestic Appliances
Homeware Design
Packaging
Furniture
Product Design
Renderings

Contact

AlejandraSegura.i.d@gmail.com
www.AleSeguraDesign.com
/Alejandra-Segura-id/

Portfolio.

Hi, I am Alejandra Segura

INDUSTRIAL | PRODUCT DESIGNER

ABOUT ME

I am a **Colombian** designer based in Milan.

My professional career started by studying Industrial Design in Bogotá-Colombia. I then moved to Milan, where I achieved with honors the **Master degree in Product Design** at Domus Academy.

After graduating, I showcase a personal project at Milan Design Week 2019 called “Armonia Structure Design”, this project won an **A’Design Award in Furniture and Homeware design category.**

During my professional career, I have had the opportunity to work on different design projects related to Research and Analysis, Product Strategy, Concept Development, Branding Positioning, and Packaging.

I collaborated with companies such as **De'Longhi, Whirlpool Corporation, The European Commission, and Wood-Skin,** among others.

Design is my passion, motivation, and my way to continuously **contribute to creating a better world in which design solutions are well thought, purposeful, functional and of good quality.** Thus, the users can proudly make them part of their lives and their stories.

www.AleSeguraDesign.com
/Alejandra-Segura-id/

SKILLS

Design

Research & Analysis + Ideation +
Concept Development + 3D Modeling + 3D Rendering +
CFM + Project Presentation + Project Management

Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Rhinoceros 3D
Cinema 4D
KeyShot

Languages

Spanish — Native
Italian — Professional
English — Professional

CORE VALUES

Collaborative + Supportive + Participative +
Planner & Organizer + Strategic Thinking +
Innovation + Environmental Awareness +
Continuous Learning & Improvement

AWARDS & ACHIVEMENTS

Iron A’Design Award & Competitions Winner
2019 contest

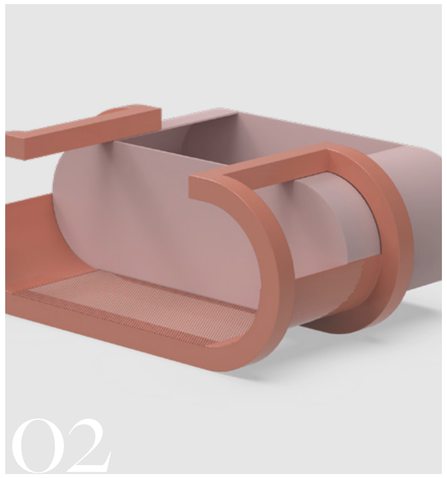
Honor Graduate.
Master's Degree in Product Design, 110 cum laude

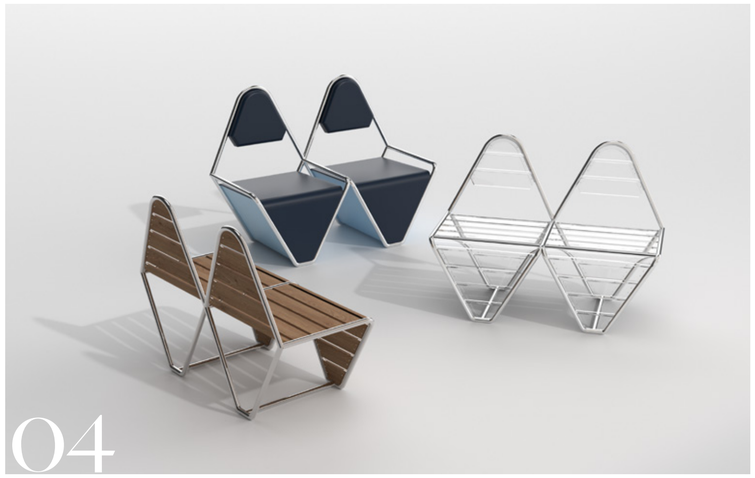
Winner of the “Iconic the chair”
Scholarship competition

HOBBIES

Cinema + Books + Sustainability +
Dogs + Yoga + Meditation

PROJECTS CONTENT





AlejandraSegura.i.d@gmail.com

Humidifier

Design Proposal for De'Longhi
"Comfort" Product Category

As one of the main clients of FOM Studio, **De'Longhi involves us in a wide range of projects for all its three product categories: Comfort, Coffee, and Cooking.** In this project, our design team was tasked with expanding the Comfort Product Category by **creating a new product line of humidifiers, following De'Longhi Design Language and Product Specifics.**

During my role as an Industrial and Product Designer, I was involved in all phases of the project, starting from the Research Phase to the Design Proposals. Specifically, **I supported the initial Analysis, Concept Development, creation of 2D and 3D Design Proposals, Renderings, and the Final Presentation. Additionally, I facilitated cross-functional communication between De'Longhi's Marketing, Engineering, and Design departments**.

*Please note that due to the signed Non-Disclosure Agreement (N.D.A.), the final proposals for the next development phase are not displayed on these pages. Also, sensitive information about engine parts and further research insights is not disclosed.

Design Proposal

Furniture Style | Playfull Style | Japaness Style | Others

Design Process and Project Timeline

Phase 1
Research & Analysis

Market research
User needs
Competitors
Feasibility

Phase 2
Product Requirements

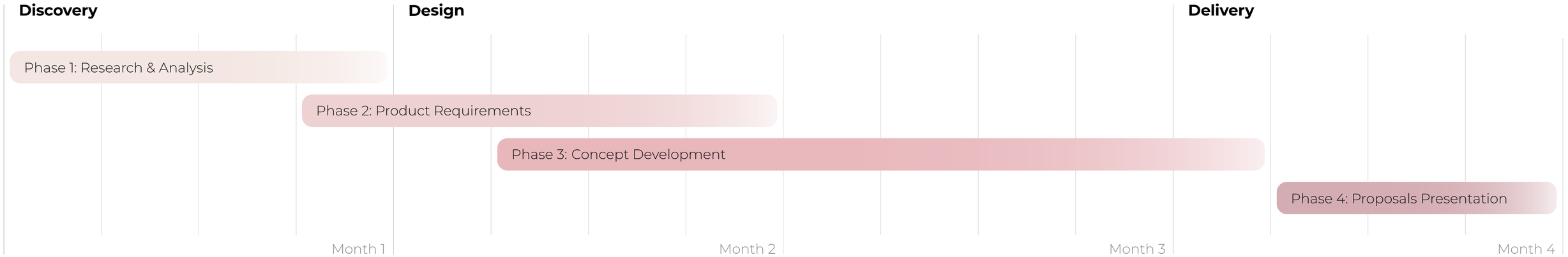
Context
Visual Identity and Design Language
Product Architecture
Engine and Mechanical Parts
Dimensions
Product Style and Categories
Product Features
Interface
Scenario (Target)

Phase 3
Concept Development

Ideation and Sketch Exploration
Moodboard and CFM
2D and 3D design proposals

Phase 4
Proposals Presentation

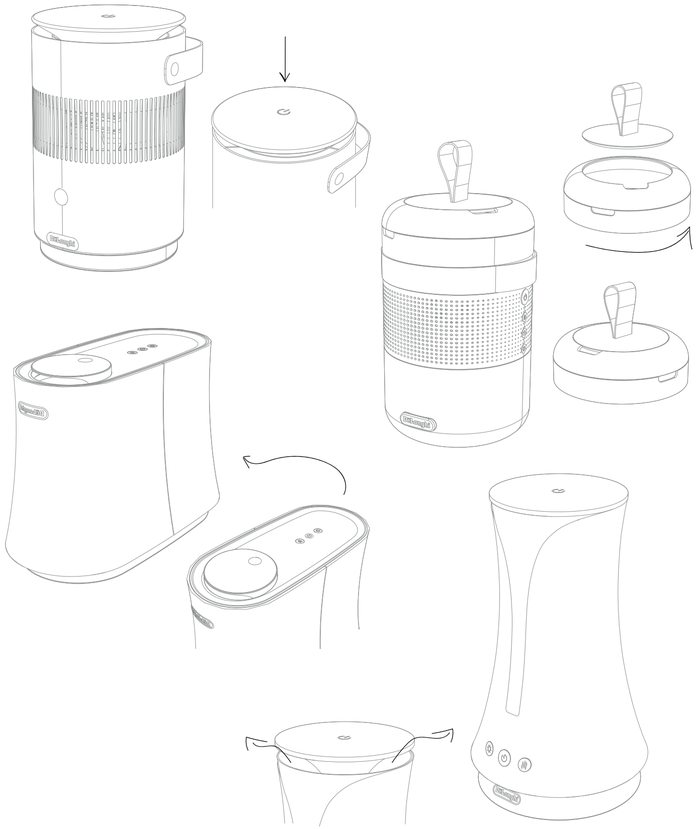
Communication of the Proposals
Detailed Design
3D Rendering
Content Presentation
Layout
Visualization in the Scenario
Final Presentation



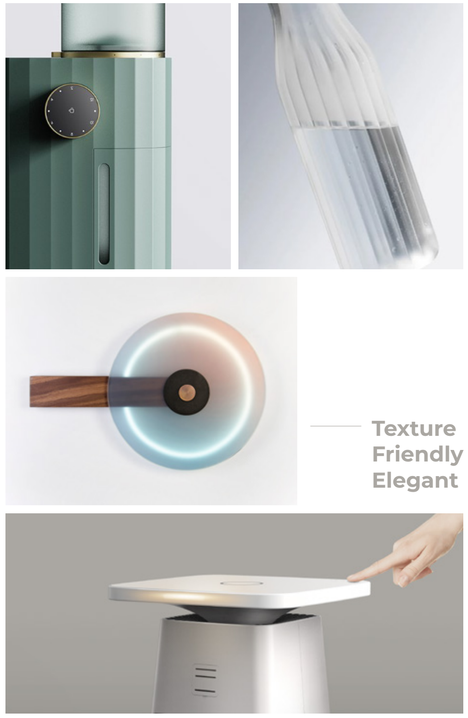
MILAN, IT.
Product Designer, FOM Studio
Individual project
4 months
March, 2022

Focus on Phase 3: Concept Development

-Ideation and Sketch Exploration
-Moodboard and CFM
-2D and 3D design proposals

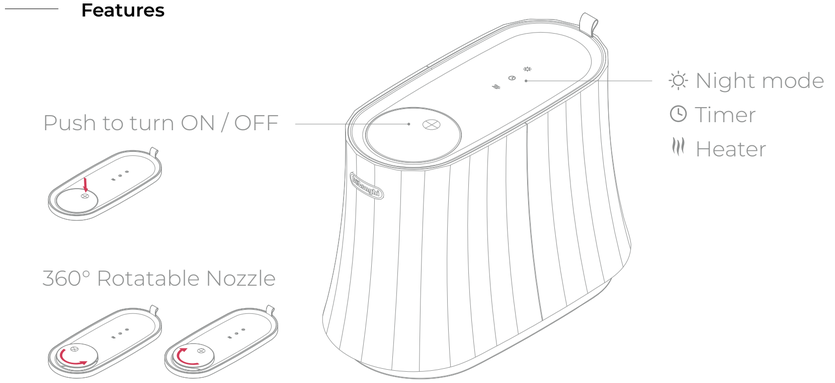


Ideation and Sketch Exploration



Moodboard and CFM

Features



Dimensions

2D and 3D design proposals

Humidifier | Rendering Light OFF

3D Modeling - Rhinoceros

Rendering - Keyshot

Easily removable component facilitates the access and refill of the water tank

Texture on the surface enhances grip and portability

Humidifier | Rendering Light ON

3D Modeling - Rhinoceros

Rendering - Keyshot

The gradient LED light through the satin glass creates a peaceful and warm atmosphere

Push to turn ON / OFF

360° Adjustable Mist Direction

Night mode:
Dimmable Light

Timer:
Programmable Turn-Off Schedule

Heater:
Warm Mist Mode

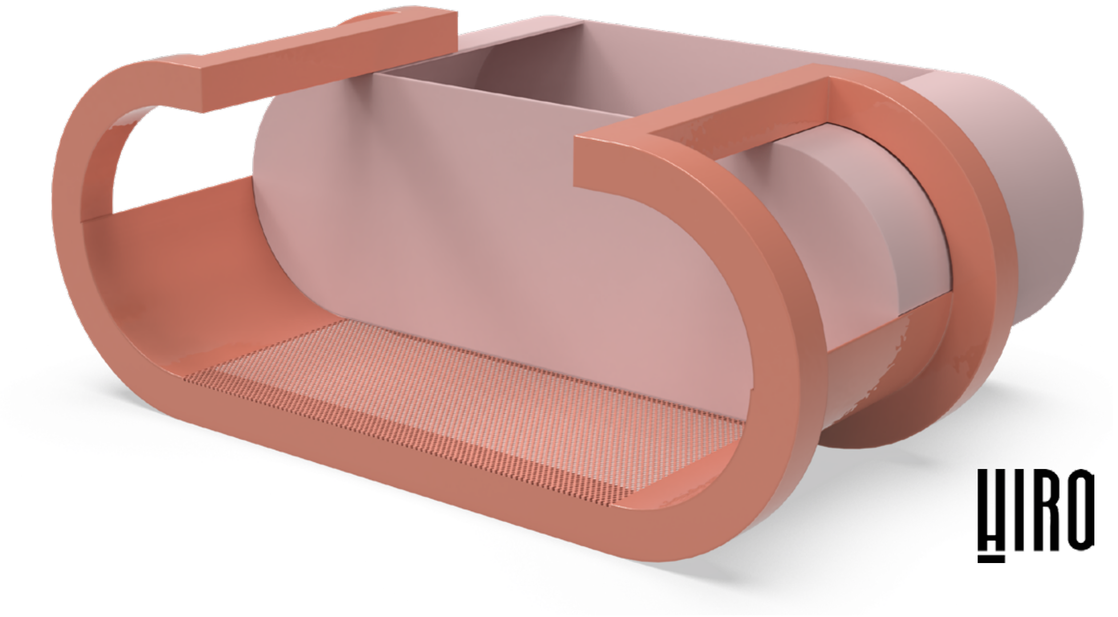
Humidifier | Studio Scenario

3D Modeling - Rhinoceros

Rendering - Keyshot

Silhouette

“La fioriera di design”
Hiro design competition.



Silhouette is a series of indoor/outdoor **flowerpots crafted from metal**, a material that represents Hiro Independent's design identity.

The concept behind the design is its versatility, making it adaptable for various purposes, contexts, and styles, thanks to the accessories that can be integrated into the Flowerpot series.

Each Silhouette design consists of **two interlocking components that not only provide protection for the plant but also facilitate the extraction and relocation of the inner pot (in case the plant needs a transition between indoor and outdoor environments).**

The design also provides customization allowing users to tailor their flowerpot to their preferences and styles.

Design series

Flowerpot

Freestanding

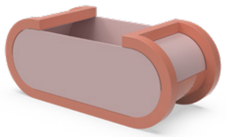
Planter for climbing plants

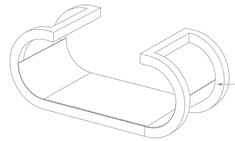
Features and Design

Versatility
-Adapt to different context & purposes
-Extraction and relocation
-Easy to transport

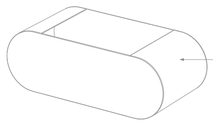
Customization
-Different sizes and uses
-Accessories

Follows brand identity
-It’s metal = It’s Hiro
-Style and Feasibility





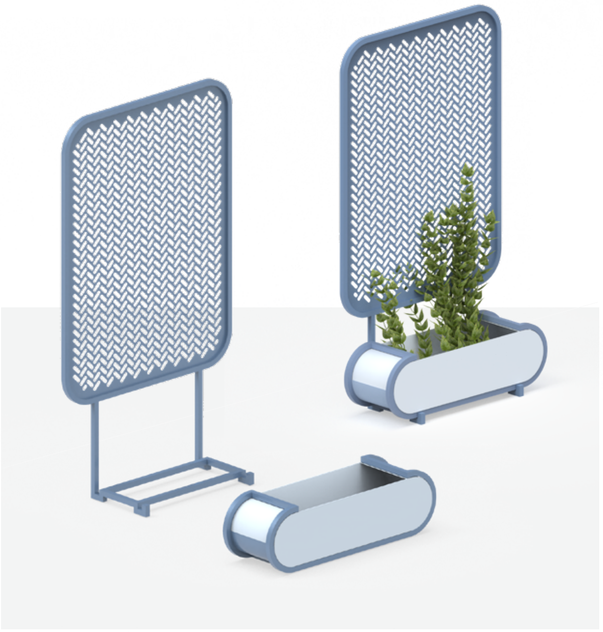
Structural Features
External structure:
Protects and make the design dinamic



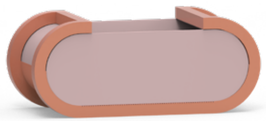
Inner pot:
Easy to remove & change position of the plant

Specification of sizes, accessories, and uses.

MILAN, IT.
Hiro Design Competition
Individual project
2 months
January, 2021



Small
L: 300 mm
W: 130 mm
H: 120 mm



Medium
L: 500 mm
W: 140 mm
H: 150 mm

Large
L: 600 mm
W: 180 mm
H: 180 mm

Product Rendering

3D Modeling - Rhinoceros

Rendering - Keyshot

Image Post production - Photoshop

Background image
/Katie Luka

Background image
/Samantha Gades

Background image
/Woodendot

Interior Rendering

3D Modeling - Rhinoceros

Rendering - Keyshot

WINEMILL

Eco-Packaging Design for Samsung and Dezeen Out of the Box Competition

Winemill is an elegant and modular wine rack designed for Samsung TV's Eco-package, "The Serif" and "The Sero." **Its concept aims to reduce waste by providing a way to repurpose corrugated cardboard television packaging into a new household item.**

This design offers dual functionality, serving as **wine bottle storage and an auxiliary table.** It is crafted to elevate the elegance of the cardboard, connecting two contrasting elements: the sophistication of wine, often likened to the nectar of the gods, and the practicality of cardboard, typically associated with low-cost packaging materials. **Winemill is a resistant, modular, and elegant second-life product.**

The hexagonal structure allows different Winemill units to be joined together while **maintaining the internal structure's stability and the safety of the wine bottles.**

SAMSUNG | dezeen
Out of the Box Competition

Design variations

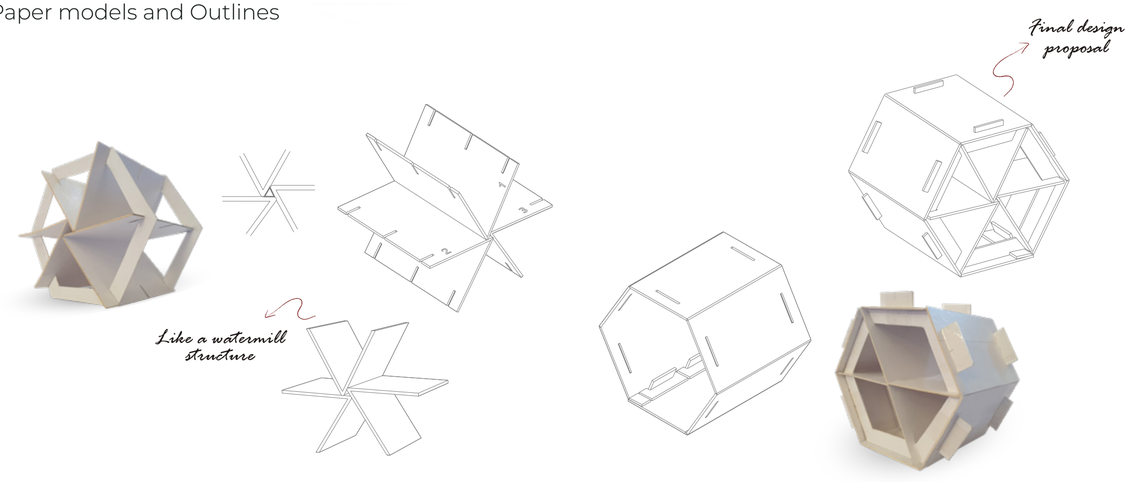
Naked

One module

Two modules

Design Exploration:

Paper models and Outlines



MILAN, IT.

Ale Segura Design freelancer

Individual Project

2 months

January, 2019

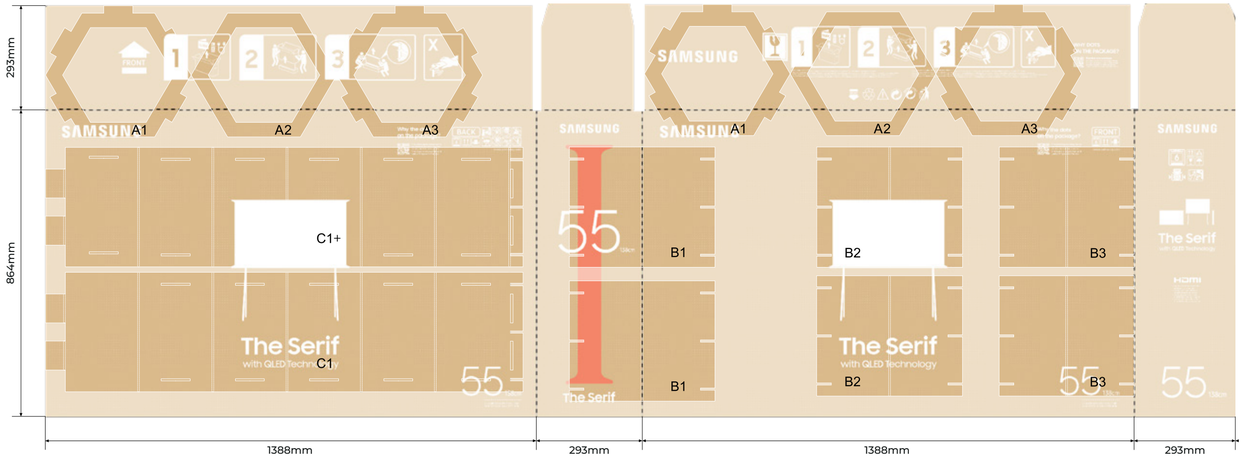
Samsung TV Eco-package: Cutting and Folding Design Process

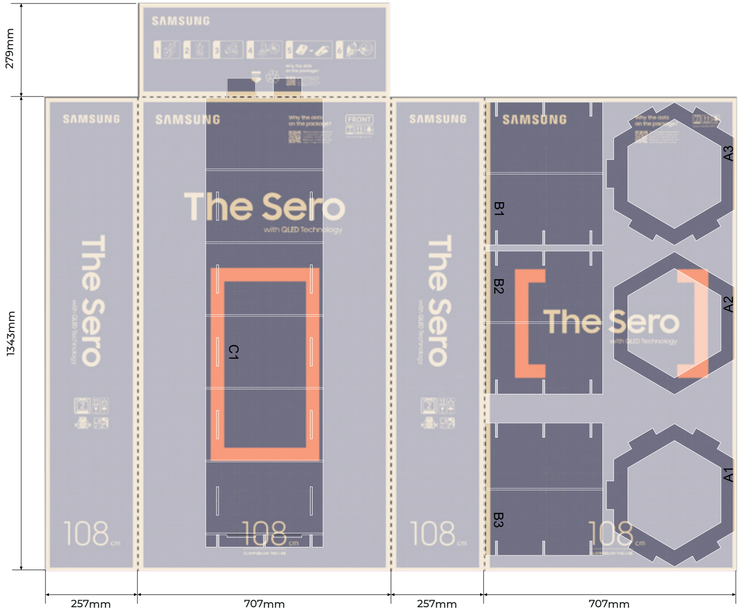
Die-cutting lines for WineMill module

-Easy folding process

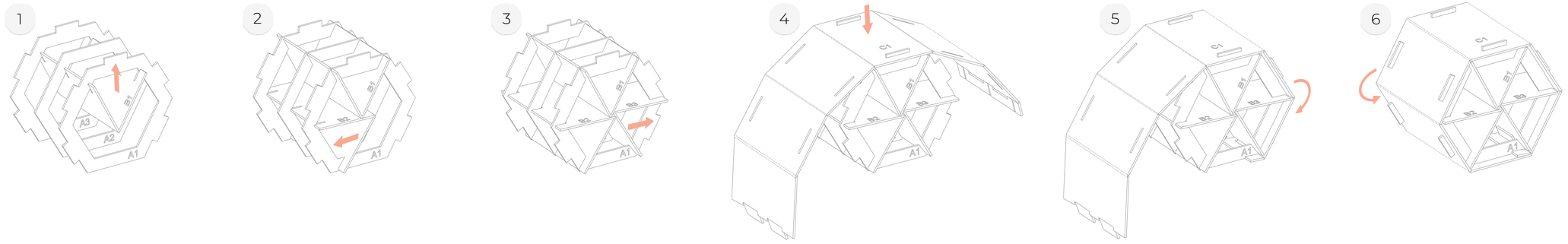
-No glue needed

-Reusable and Recyclable





Assembly process



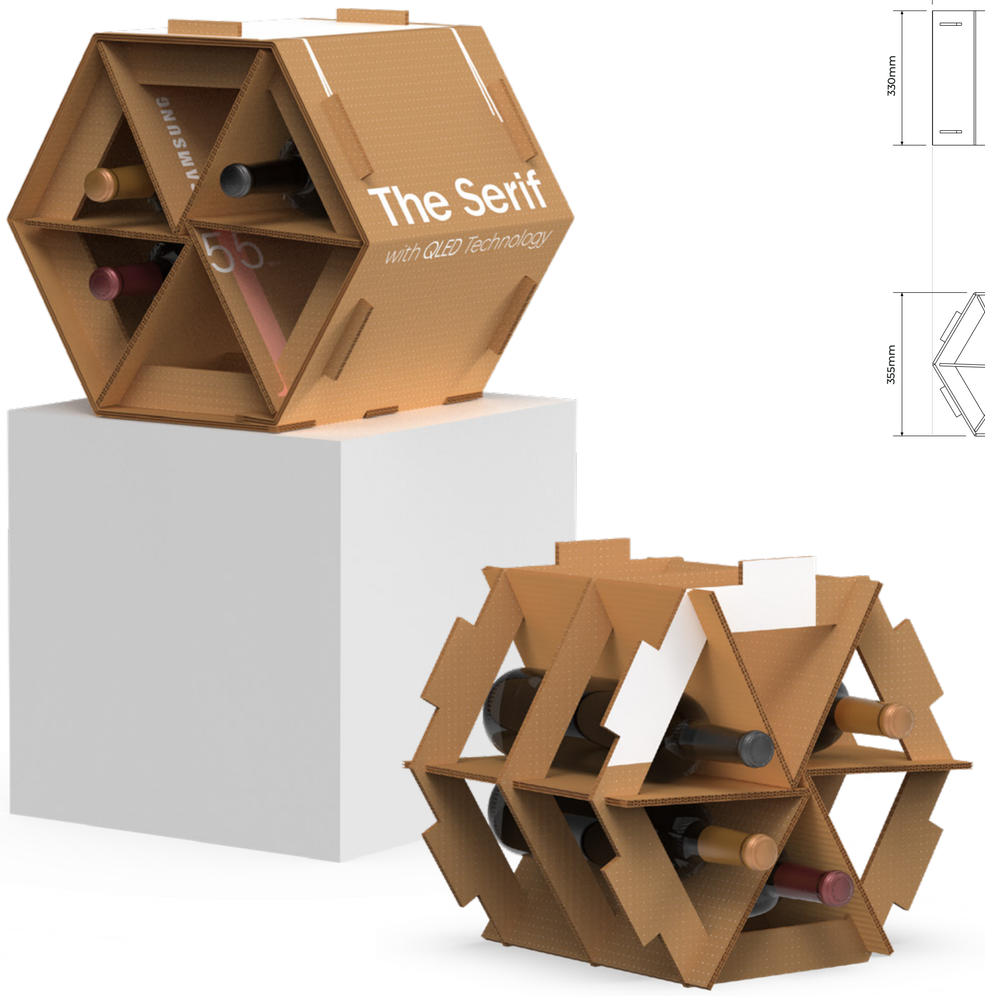
WINEMILL | Product Rendering

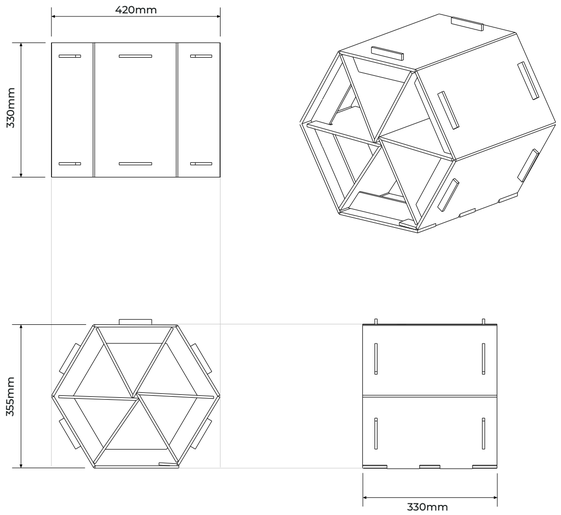
3D Modeling - Rhinoceros

Rendering - Keyshot

Image Post-production - Photoshop

WINEMILL





AlejandraSegura.i.d@gmail.com

Photo credits
/Alejandra Segura

WINEMILL | Prototype
Physical prototype scale 1:1

ARMONIA

Armonia Structure Design, Chair collection

Armonia is a tubular structure created by the composition of two geometric shapes that are linked together to **remain in balance**. This balance **represents the harmony between two objects** and reflects this concept to the users since **a single structure is intended for two.** The union of two beings generates balance in life and harmony in the environment.

The structure is designed to shape a **functional, unconventional and iconic piece of furniture**. Its versatility gives life to a **collection of three different chairs**, easily adaptable to a variety of contexts. These designs help to highlight in a unique way the main element of the project, the structure, showing its tubular silhouette in a diverse and elegant way.

Armonia Collection

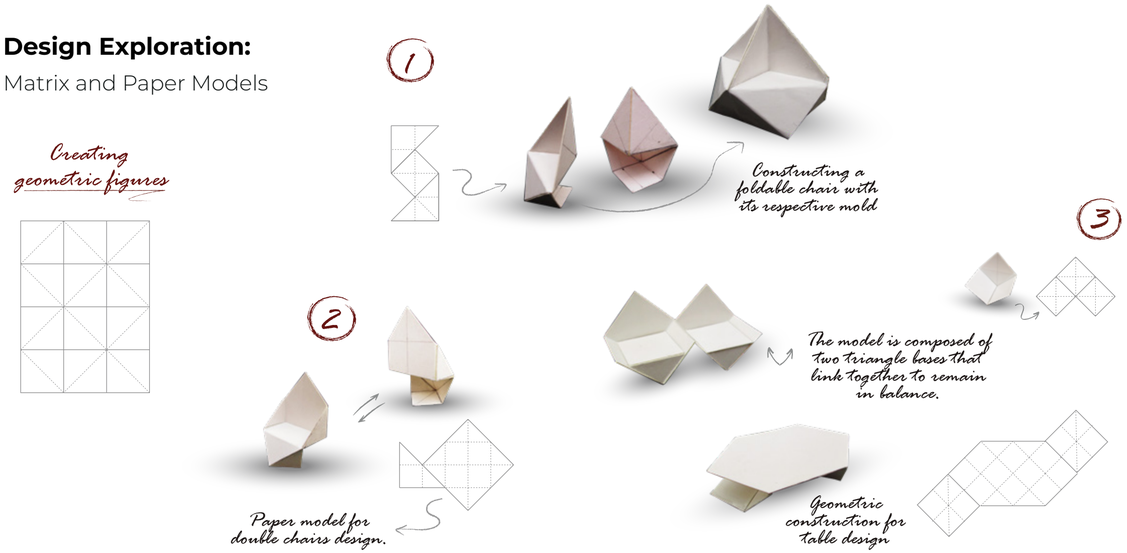
Armonia - One

Armonia - Urban

Armonia - Crystal

Design Exploration:

Matrix and Paper Models



Assembly Specifications and Details

MILAN, IT.
Ale Segura Design freelancer
Individual Project
4 months
January, 2019

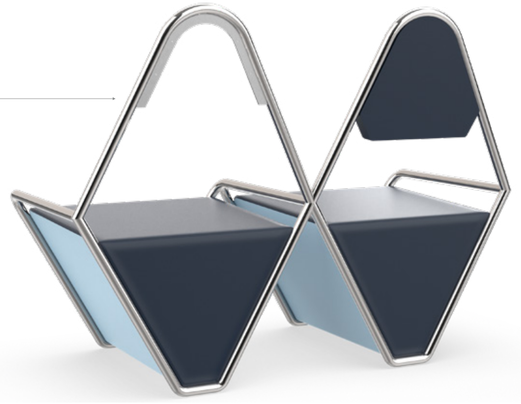
The plate is welded to the structure and fits inside the wood boards.

Screws pass through the metal tube and the internal structure of the puff.

Complete internal assembly of the wooden boards.

Armonia - Urban

The back cushion is fixed with a support plate that is invisible when assembled

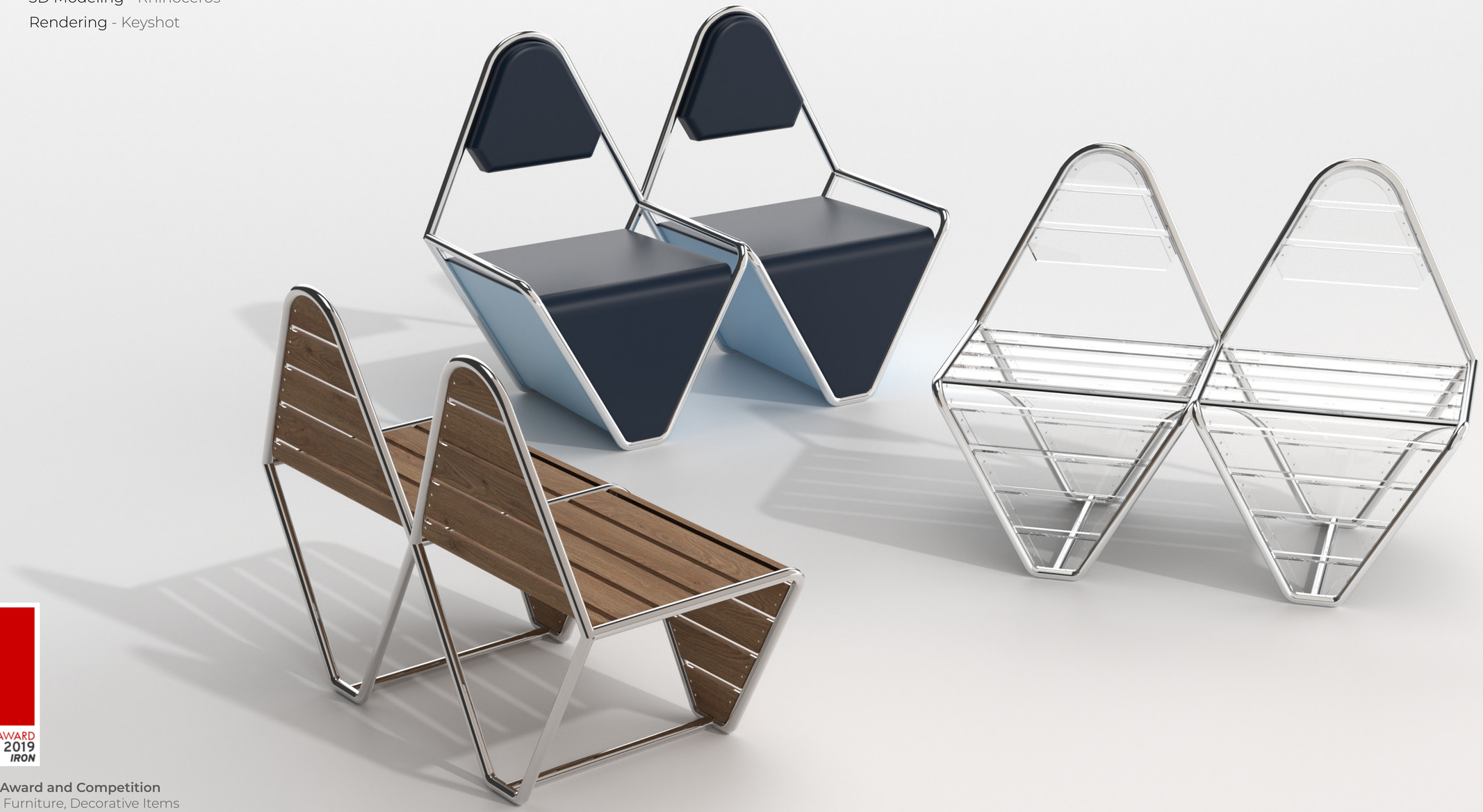


Armonia - One

Armonia Collection | Interior Rendering

3D Modeling - Rhinoceros

Rendering - Keyshot



A'Design Award and Competition
Winner in Furniture, Decorative Items
and Homeware Design Category.

Armonia Urban | Interior Rendering

3D Modeling - Rhinoceros

Rendering - Keyshot

Professional exhibition

Milan Design Week 2019

MILAN
2019 DESIGN
WEEK

Exhibition of the project
Armonia Structure Design
Chair Collection

Organized by eiDesign

Photo credits
/Jeremy Vallauri

Photo credits
/Jeremy Vallauri

FOLIO

Internship at Wood-skin,
Project Folio (Foldable Furnitures)

Folio is a series of **foldable furniture pieces made with innovative wood-skin technology**, recognized for its high level of customization through an intuitive online configurator.

During my curricular internship program, I played an important part in the Folio project. My role included supporting the Product Design Team by **creating 3D modeling patterns, producing renderings, developing foldable models, testing the prototypes of the main Folio designs, and contributing to the design of a packaging proposal for the Folio product line.**

Design Categories

Table lamp

Freestanding lamp

Hanging lamp

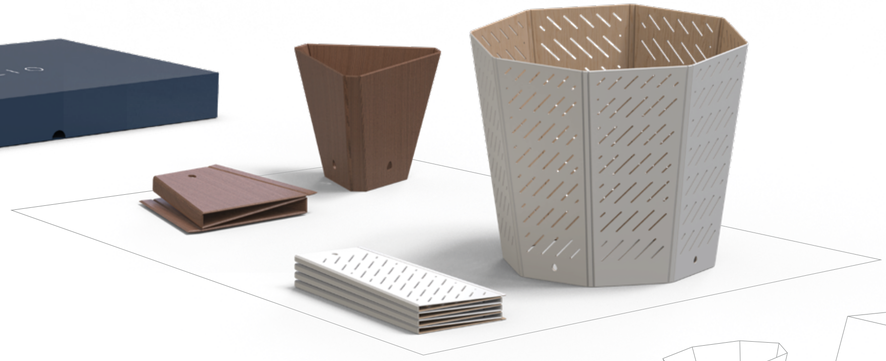
WOOD-SKIN®

MILAN, IT.
Internship, Wood-skin
4 people in the Project
3 months
October, 2018

Packaging proposal

There are three different box sizes designed to store more than 1.500 lamp configurations.

Small box | **Medium box** | **Large box**



Components

Inside the box

The Small Box

Can store more than 300 lamp configurations between min and max lamp dimensions.

Min	Max
L: 150 mm	**L:** 350 mm
W: 200 mm	**W:** 200 mm
H: 35 mm	**H:** 50 mm

Renderings,

Hotpoint - Oven
Final Product Rendering

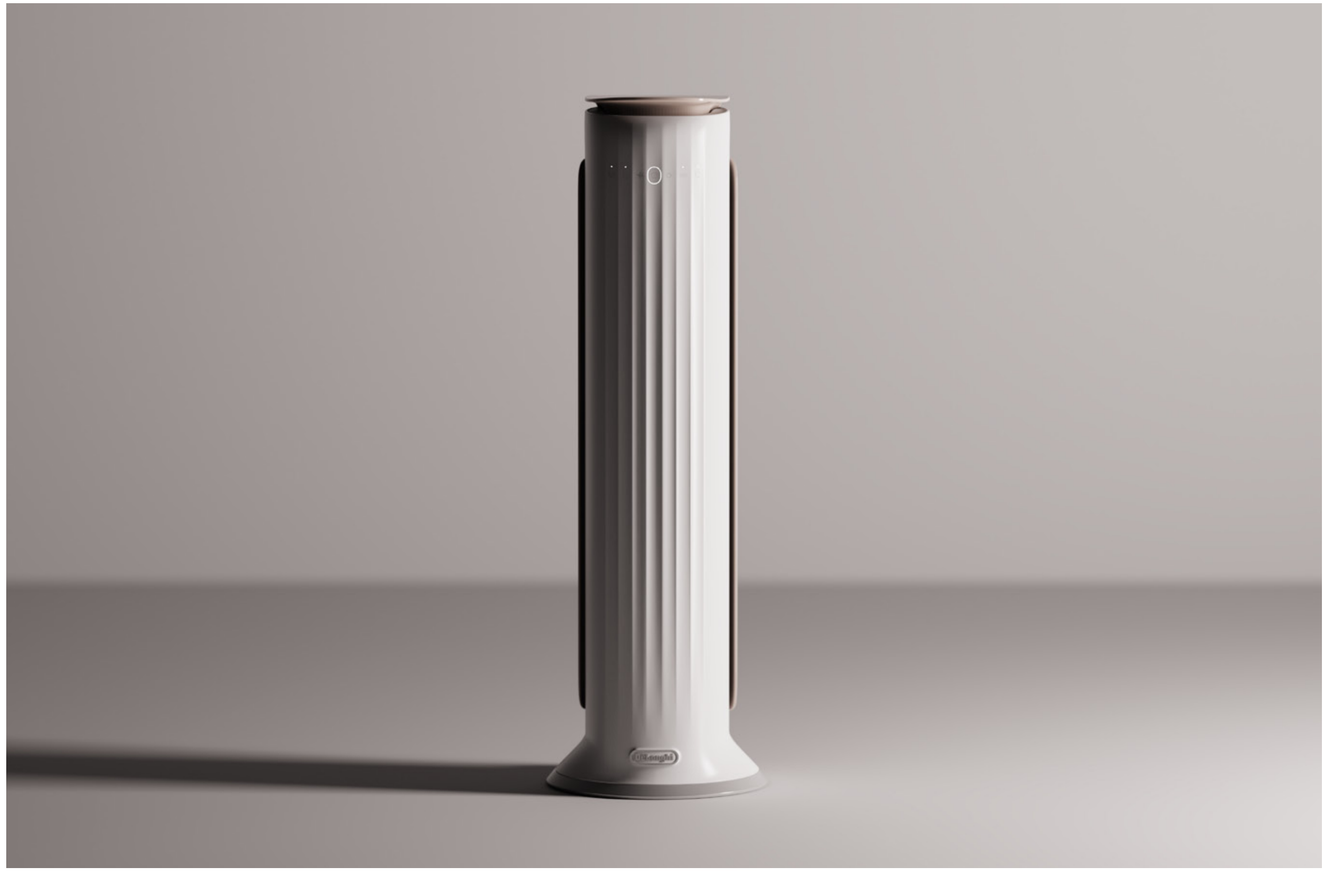
-Full Rendering - Keyshot

-CFM of Hotpoint Microwave and Oven Products

Whirlpool - Oven
Final Product Rendering

-Full Rendering - Keyshot

-CFM of Whirlpool Microwave and Oven Products



FOM Studio - Air Purifier and Heater Concept for De'Longhi

-Full Rendering - Keyshot

-CFM - Following De'Longhi Design Language

AlejandraSegura.i.d@gmail.com

2023

Alejandra Segura

INDUSTRIAL | PRODUCT DESIGNER

Feel free to contact me

I hope you have enjoyed my work, and I look forward to the possibility of a future collaboration.

Contact

AlejandraSegura.i.d@gmail.com
www.AleSeguraDesign.com
/Alejandra-Segura-id/

Thank you.