

# Hi, I am Alejandra Segura

INDUSTRIAL  
& PRODUCT DESIGNER

Portfolio online

Milan, IT

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/Alejandra-Segura-id/

## EXPERIENCE

### FOM Studio | Junior Industrial and Product Designer

August 2021 - July 2023. Milano, IT.

I work directly with the Studio Chief Designer, supporting the execution of different design projects related to Concept Development, Product Strategy, Research and Analysis, Brand Positioning, Packaging, CFM (Color, Finishing, Material), as well as content presentation and layout.

I have collaborated with major Studio clients such as De'Longhi, Whirlpool Corporation, The European Commission, among others.

### Ale Segura Design | Freelance

January 2019 - July 2021. Milano, IT.

During Milan Design Week 2019, I launched my personal brand and showcased an award-winning design project titled "Armonia, Structure Design." I managed all aspects of the project, from its creation, visualization, and design to its exhibition.

Moreover, I actively participated in various design competitions worldwide, proposing innovative design solutions, embracing new challenges, and acquiring additional design skills. These competitions included:

- Fioriera di Design by HIRO Independent Design. **January 2021**
- Out of the Box Competition by Samsung and Dezeen. **May 2020**
- Hackathon Respiro Creativo (Latinoamérica). **April 2020**

### Wood-Skin srl. | Product Designer Intern

October - December 2018. Milano, IT.

I collaborated with the Product Design team, using 3D modeling tools to create complex surfaces and patterns used in Parametric Design. At the same time, I developed a packaging proposal for Wood-skin's new product line.

## EDUCATION

### Master's Degree in Product Design

Domus Academy

January - December 2018. Milan, IT.

### Bachelor's Degree in Industrial Design

El Bosque University

July 2011 - December 2016. Bogotá, COL.

### Academic Exchange Program

UANL University (Universidad Autónoma de Nuevo León)

August - December 2015. Monterrey, MX.

## CORE VALUES

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

## 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

## AWARDS & ACHIEVEMENTS

### A'Design Awards

- Iron A'Design Award & Competitions. **2019**
- MOOD. A'Design Award & Competition  
Winners' Exhibition. **Como, IT**

### Milan Design Week'19

- Personal Project Exhibition  
"Armonia Structure Design". **Milano, IT**

### Domus Academy

- Honor Graduate. Master's Degree in  
Product Design 110 cum laude. **Milano, IT**
- Scholarship Competition Winner. **2018**