

DAVID GÜIZA CAICEDO

Eindhoven, The Netherlands



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www.linkedin.com/in/davidguiza

I'm an Industrial designer with an emphasis on people-product interaction who firmly believes in the strong role played by design research, creative thinking techniques and multidisciplinary integration in the development of people-centered products and systems that have a positive impact on people and their environment and which they really enjoy using.

I graduated cum laude from my Design for Interaction MSc. which taught me the necessary skills to perform a people-centered design approach in which prototyping and user testing play an integral role since early in the design process. I also have a background in Industrial Design Engineering which provides me with strong technical insights of the design discipline to keep the design grounded and feasible for the industry.

SKILLS OVERVIEW

- Experience with various types of design oriented user research and context definition techniques such as cultural probes and ethnographic research, development of personas, creative sessions, usability tests and user experience assessments
- Experiential prototyping through the use of sensors & actuators and Wizard of Oz techniques
- Development of high quality flash prototypes for user testing and product demos
- Experience with various design methodologies such as Vision in Product Design, Cradle to Cradle, Design for (dis) assembly

Computer Skills

MS Office | Flash | Illustrator | Photoshop | Indesign
Dreamweaver | Corel Photopaint | SolidWorks

EDUCATION

Delft - The Netherlands | TU Delft

CUM LAUDE | DESIGN FOR INTERACTION MSC.
Faculty of Industrial Design Engineering
Graduated with honors, June 2009

Delft - The Netherlands | TU Delft

INDUSTRIAL DESIGN ENGINEERING BSC.
Faculty of Industrial Design Engineering
Graduated August 2007

LANGUAGES

NATIVE PROFICIENCY | **SPANISH**
BILINGUAL PROFICIENCY | **ENGLISH**
FULL PROFESSIONAL PROFICIENCY | **DUTCH**
BEGINNER | **ITALIAN**

WORK EXPERIENCE

VanBerlo | www.vanberlo.nl

2010 - present

Interaction designer working on user interfaces for products designed within our studio for clients such as Douwe Egberts (coffee machines), FEI (electron microscopy), Philips (consumer electronics), TNO and PAC (laboratory instrumentation) and a joint venture project developing a service robot for the health care industry.

Within these projects I've worked on user research and analysis, system architecture, GUI design and prototyping.

My duties also included research for a recent trend report on interaction and user interface design (www.360creativeservices.com).

Eindhoven – The Netherlands

SusaGroup | www.susagroup.com

2009

MSc. Graduation internship developing a tool to assess emotions towards service design.

3D Solutions | www.3dsolutions.biz

2008 - 2009

Part-time Interaction designer

3D capacity | www.3dcapacity.eu

2006 - 2008

Part-time graphics and multimedia designer

TweenSense

2001 - 2006

Part-time graphics and multimedia designer

REFERENCES

ir. Hai Vo | hai@3dsolutions.biz

3D Solutions
Director International Sales

drs. Marco van Hout | marco.vanhout@susagroup.com

SusaGroup
Creative Director

Dr. ir. Pieter Desmet | p.m.a.desmet@tudelft.nl

Delft University of Technology
Associate Professor at the Faculty of Industrial Design Engineering