

# DAVID GÜIZA CAICEDO

Delft, The Netherlands

BORN IN BOGOTA (COLOMBIA)



+31 (0) 6 4129 7772

david@guiza.net

www.bluehaired.com/portfolio

*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 user research and context definition techniques such as personas, generative sessions, usability tests and user experience assessment
- Experience with experiential prototyping through the use of sensors and actuators and Wizard of Oz techniques
- Experience with various design methodologies such as Vision in Product Design, Cradle to Cradle, Design for (dis) assembly
- Experience and motivation for the use of new technologies applied to interactive products
- Experience with design oriented research

## Computer Skills

MS Office | Dreamweaver | Corel Photopaint | Flash | InDesign | SolidWorks | Photoshop | Maya | Illustrator

## EDUCATION

Delft - The Netherlands | **TU Delft**

GRADUATED 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

MOTHER TONGUE | **SPANISH**  
FLUENT (WRITTEN AND SPOKEN) | **ENGLISH**  
FLUENT (WRITTEN AND SPOKEN) | **DUTCH**  
BEGINNER | **ITALIAN**

## WORK EXPERIENCE

**VanBerlo** | [www.vanberlo.nl](http://www.vanberlo.nl)

2010 - present

Interaction Designer in charge of user interfaces.

Eindhoven – The Netherlands

**SusaGroup** | [www.susagroup.com](http://www.susagroup.com)

2009

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

Enschede – The Netherlands

**3D Solutions** | [www.3dsolutions.biz](http://www.3dsolutions.biz)

2008 - 2009

Part-time Interaction designer in charge of user interfaces (both graphical and physical) for the navigation of 3D virtual environments.

Kiev – Ukraine / Amsterdam – The Netherlands

**3D capacity** | [www.3dcapacity.eu](http://www.3dcapacity.eu)

2006 - 2008

Part-time graphics and multimedia designer for a 3D visualization company specialized in architectural projects. Worked mainly developing flash applications for web.

The Hague – The Netherlands

**TweenSense**

2001 - 2006

Part-time graphics and multimedia designer for a 3D visualization company specialized in architectural projects.

Delft – The Netherlands

## REFERENCES

**ir. Hai Vo** | [hai@3dsolutions.biz](mailto:hai@3dsolutions.biz)

3D Solutions

Director International Sales

**drs. Marco van Hout** | [marco.vanhout@susagroup.com](mailto:marco.vanhout@susagroup.com)

SusaGroup

Creative Director

**Dr. ir. Pieter Desmet** | [p.m.a.desmet@tudelft.nl](mailto:p.m.a.desmet@tudelft.nl)

Delft University of Technology

Associate Professor at the Faculty of Industrial Design Engineering