

CRISTINA BORRÀS

Industrial Designer

ABOUT ME

My name is Cristina, a Sydney-based Industrial Designer and Product Developer from Barcelona. Throughout my career I have worked in all phases of the product development from conceptualization to the final manufacturing stage in projects for different fields like lighting, furniture or medical devices. I am an enthusiast of the world of design as well as of working with an enthusiastic team.

EXPERIENCE

Design + Industry Pty Ltd (Sydney, Australia) (Dec 2016 – July 2018) **Industrial Designer**

Design + Industry is one of the largest product design and development consultancies in Australia, with projects developed from early stages to final manufacturing.

- Within the technical team and with direct collaboration with the concept team, development of projects such as caring equipment for low mobility patients, an autonomous delivery droid for Australia Post or a motorcycle helmet display among others. Also, occasional help to the concept team to create renders for the company website.
- All phases of the product development, BOMs, prototype and manufacturing suppliers' management. Injection moulding, sheet metal, vacuum forming, CNC, soft goods, wood etc...

Endoluminal Sciences Pty Ltd (Sydney, Australia) (May 2014 – Aug 2016) **Industrial Designer**

Endoluminal Sciences is a company committed to the development of novel platform technologies to enhance the clinical performance of endovascular prostheses. While the technology is foreseen to have its application in a range of vascular disease states, its main market is the treatment of abdominal aortic aneurisms.

- Design and development of endovascular valves and implementation of the innovative technologies created by Endoluminal Sciences. These technologies are focused on solving the issues that current devices have, which in extreme cases could cause patient's fatality.
- Product analysis, research, valves' design and development, 3D modelling and rendering, planning and performance of in-vivo, durability and fatigue tests, analysis of improvements, prototyping, interns' supervision, manufacturing process management, and realization of the company's graphic design projects.

Loop Business Innovation (Sant Cugat, Spain) (2013) **Industrial Designer**

Loop is a management and design consultancy that focuses its strategy on creating new business models and market leading propositions through the development of new products and services.

- Product analysis, market research (mystery shopping, sector companies' analysis, consumer interviews), liaison with the marketing and business strategy consultants regarding business model proposals, product conceptualization, aesthetic design, 3D modelling and rendering, presentations to customers and manufacturing process management.
- Projects for: ALFA, COCA-COLA, AFFINITY and SEMILLAS FITO.

CONTACT



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Sydney / Barcelona

SKILLS

SOLIDWORKS



KEYSHOT



PHOTOSHOP



ILLUSTRATOR



INDESIGN



PROTOTYPING



AUTOCAD



LANGUAGES

Spanish



English



Catalan



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I-MAS (Barcelona,Spain) (2008-2012)

Industrial Designer

I-MAS is an industrial design and engineering company that bases its activity on the design of innovative products as well as the optimization of production processes. Apart from specializing in the industrial and graphic design it also provides industrial equipment engineering services.

- Market research, product specifications' reports, conceptualization, sketching, aesthetic design, 3D modelling and rendering, product development (developing them in different materials such as plastic, metal sheet, stone and ceramic among others), prototyping, presentations to customers, analysis of improvements, technical drawings, packaging and manufacturing management.

- Projects for: Kettal, Tedisel Medical, Milan Lighting, Rayen, Premo, Idispaces, CTAP, Kitther, Technorobot, IHT Medical, Surgenia, Innovarcilla, Caprabo, Spec Group, Virospack.

Nacar Design (Barcelona,Spain) (2011)

Product Developer

Nacar Design is a design studio located in Barcelona specializing in the conceptualization and design of new products. By analyzing consumer behaviour, identifying needs, and understanding new trends, they help their customers reach a high position in the design market.

- Collaboration as an External Developer to complement the design process of the new range of printers for Hewlett-Packard as well as the new design proposals of a new personal vibrator.

- Projects for: Hewlett-Packard, Bijoux Indiscrets.

Spanish Ministry of Housing (Madrid,Spain) (2007)

Freelance modelist

Along with Arqtacto studio, we made a set of architectural models that represented five different buildings designed by Spanish architects who were forced to live in exile during Franco's dictatorship. These models were displayed all across Spain in an itinerant exhibition.

- 5 models built in mouldable foamed PVC.

Decoram (Barcelona,Spain) (2006)

Interior Designer

Decoram was an interior design studio specializing in residential space distributions.

- Development of new distributions, measurements, technical drawings and presentations to customers.

- Private clients.

Fundació CIM (Barcelona,Spain) (2004-2005)

Internship

Fundació CIM is a technological park affiliated with the UPC (Universitat Politècnica de Catalunya) dedicated to transferring expertise in engineering and technology management.

- Teaching software such as Autocad and SolidWorks to University students and professionals from the design sector. I was in charge of planning the structure of the class and the graphic design projects. I also enhanced my public speech abilities.

Casual work in the family business for different periods of time.

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EDUCATION

Medical Device Development Course IDE Group (Sep 2016 - Nov 2016)

Course Topics:

- History of medical device regulation
- Quality management systems & good manufacturing practice
- Regulatory approval process
- Design control
- Electronics and software
- Human factors
- Risk management

Tesis of High Professional Training Degree in Industrial Design (2004 – 2005)

Escola Massana (Barcelona, Spain)

Project developed: Fina.

Two-seat wooden foldable kayak.

- Final grade: 9 (maximum grade:10)

High Professional Training Degree in Industrial Design (2001 – 2004)

Escola Massana (Barcelona, Spain)

Specialization course in Industrial Design (2003)

Institut Català de Tecnologia – Fundació CIM (Barcelona, Spain)

Project developed: IsoGirl.

Software used: SolidWorks and Catia V4

Seminar of specialization in packaging Massana / Assidoman Frövi (2003)

Escola Massana (Barcelona, Spain)

AWARDS

Gaudí Eyewear Competition (2004)

Ophthalmic frames inspired by the work of Gaudí's architecture. The runner-up prize.

ADI FAD Medals '07 (2007)

Bronze Medal for the project "Fina".

DISPLAYED PROJECTS

Progressió Exhibition (2006)

Within the exhibition "Progressió" the project "Fina" was exhibited in the space "La Capella".

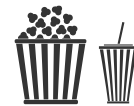
OTHER THINGS I LOVE



Travelling



Reading huge amounts of books



Cinema



Star-and-planet gazing



People with sense of humor



Psychology



Illustration and painting