



BAUTISTA ABASCAL VEDOYA

LANGUAGES

ENGLISH : FLUENT
SPANISH : FLUENT
FRENCH: BEGINNER

SOFTWARE SKILLS



DESIGN CURIOSITY

VISUAL DESIGN
UX/UI EXPLORATION
RESEARCH METHODOLOGIES
BUSINESS OF DESIGN

INTERESTS

DRAMA FILMS
BACKPACKING
ROCK CLIMBING
FITNESS TRAINING

MY HISTORY

EXPERIENCE

- GA Smart Building** 05/2019 - 09/2019
Industrial Design Intern
Lead a project for an upcoming access control product from concept to initial prototyping stages. Collaborated with marketing, financial and IT teams. Also worked on a variety of explorative projects for the Industrial Design Studio.
- Freelance Designer** 2016 - Ongoing
Graphic Designer
Worked on a variety of projects for small businesses. Brand Identity, Brand Guidelines, Logo, App/Web Design
- Backyard Aquatics** 2014 - Ongoing
Co-Founder/Manager
Handled all branding and graphic design work for advertisements and social media. Grew the company to having three employees and over 100 clients per season.
- Dexterra** 2016 - 2017
Reforester/Seasonal Work
Reforested remote areas of northern Ontario and Alberta after the land had been logged. Lived in remote camps for months at a time.

EDUCATION

- Carleton University** 2014 - 2020
Major: Industrial Design | Minor: Entrepreneurship
Deans Award Recipient
- Tecnologico De Monterrey** 01/2018 - 05/2018
Major: Industrial Design
Academic Exchange

VOLUNTEER

- Inn From the Cold** 2019 - Ongoing
Weekly Volunteer
Prepare and serve dinner, provide a home for the less fortunate.
- Carleton ID Students Association** 2017 - 2018
Co-VP Social
Organized student events to foster a creative and engaging space

PROFICIENCIES

Collaboration / Design thinking methods/ **Research** tactics/ Analyzing and **Synthesizing** Data / Producing Design Concepts/ Testing Concept Validity
Communicating via visual representations i.e Sketching/ Modeling/ Prototyping
Creative thinking of explorative concepts/ Application to business through design strategy

LOCATION:

Toronto
Canada

CONTACT:

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