



**ALEX GINESTRA** (*jih-NES-truh*)  
SENIOR INDUSTRIAL DESIGNER

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## SKILLS

### PHYSICAL

Pencil & pen sketching  
Marker rendering  
Rapid sketch modeling  
& modeling for 3D printing  
Presentation level finished models  
High quality packaging mockups

### SOFTWARE

Mac and Windows proficient  
Adobe CC  
Solidworks  
KeyShot  
MS Office 365  
Trello

### KNOWLEDGE

Wood, metal, ceramic, glass, and plastic materials & processes  
Woodworking & furniture construction  
Cost-reducing design thinking  
Efficient vendor/factory communication

## RECOGNITION

### AMORA VANITY

*30 Most Innovative Products 2017*  
Better Homes & Gardens Magazine

*2017 ASFD Pinnacle Awards, Finalist*  
American Society of Furniture Designers

*Best of Show Nominee*  
2017 KBIS Trade Show

*Show-Stopping Kitchen & Bath Trend*  
Kitchen & Bath Business Magazine, 2016

### MICRO LOUNGER

*Spring Show Selection*  
Academy of Art Universtiy, 2012

## EXPERIENCE

**MAY 2018** : UNION SQUARE GROUP | EMERYVILLE, CA  
**PRESENT** : THE COMPANION GROUP\* | BERKELEY, CA

### Senior Industrial Designer

- Manage and mentor a team of two Industrial Designers and report directly to the VP of Product Development. Responsible for keeping development timelines on track to meet delivery dates and ensuring that designs meet project briefs and cost targets.
- Conduct market and trend research, ideation, sketching, 3D modeling, presentation rendering, rapid prototyping, CMF development, and CAD drawing creation for new design concepts.
- Develop dielines and create packaging mockups for low to high end customers and products
- Manage new product development from concept to delivery. Conduct email communication and photo and video reviews with overseas team, and travel to China (Guangzhou area) once a year for in person reviews.

*\* The Companion Group was purchased and re-named to Union Square Group in mid-2020. I was retained in the same position and role through the transition.*

**OCT 2014** : RONBOW | FREMONT, CA  
**MAY 2018** :

### Product Designer

- Conducted market and trend research, assisted with merchandising, and had sole responsibility for ideation, sketching, 3D modeling, presentation rendering, CMF, and CAD drawing creation for all new design concepts.
- Helped evolve the traditional brand image by designing modern collections that generated industry buzz and unprecedented pre-sale volume which led to increased exposure, sales, and revenue .
- Managed new product development from concept to delivery. Conducted email communication and photo and video reviews with overseas team, and travelled to China (Shanghai area) twice a year for in person reviews.
- Created calendars, timelines, standards, and procedures that helped organize and optimize both the US and China teams. Established finish review protocols to protect quality and consistency.
- Assisted with creation of marketing collateral and design of trade show booths and showroom displays.

**JUN 2012** : POTTERY BARN KIDS | SF, CA  
**SEP 2014** :

### Assistant Designer

- Was recruited out of college for a one year paid internship, earned full time position upon completion.
- Worked in wall accessories, wall art, home accessories, storage, and toys departments, and assisted with ideation, sketching, CMF, and CAD drawing creation for those departments.

**JAN 2010** : ACADEMY OF ART UNIV. | SF, CA  
**MAY 2012** :

### Academy Resource Center (ARC) Tutor

- Was selected by the Assistant Director of the Industrial Design School to tutor fellow students. Helped peers and underclassmen further their skills in drafting, sketching, Adobe Creative Suite, and Rhinoceros

## EDUCATION

**AUG 2007** : ACADEMY OF ART UNIV. | SF, CA  
**MAY 2012** :

### BFA Industrial Design

**Hobbies:** Cooking, Rock Climbing, Tent Camping, Video & Tabletop Gaming, Kart Racing, Sports (Football/Soccer/F1)