

Pascal Bakari

Design. Systems. Circularity.

972.992.8311
pjbakari@uh.edu
www.pascalbakari.design

EDUCATION

College for Creative Studies | Detroit, MI
Interaction Design, MA (Attending)

University of Houston | Houston, Texas
Hines College of Architecture & Design
Industrial Design, BS (Cum Laude)

CAPABILITIES

- Creative Problem Solving, Research
- Design Thinking, Public Speaking
- Design Sprints, User Personas
- Human-centered Design
- Competitive Analysis
- Personable Communication

TECHNICAL SKILLS

Digital Fabrication

- CNC Milling
- 3D/Laser Printing
- Structural Analysis (SOLIDWORKS)

Workshop

- Rapid Prototyping
- CNC Lathe
- Woodworking

3D/2D CAD & Visualization

- SOLIDWORKS, Keyshot
- Adobe Illustrator, Photoshop
- PremierePro, After Effects
- Indesign, Figma
- Vizcom, Midjourney

AWARDS

Top UH Industrial Design Capstone Project
2024 (Won 2nd Place)

Certificate of Congressional Recognition
2022 (Won)

Truth Initiative Impact Scholar Award
2022 (Won)

UH Energy Coalition Scholarship
2020/2021 (Won)

Coca-Cola Silver Transfer Scholarship
2019 (Won)

All-Texas State Academic Team Award
2019 (Won)

Erin Tierney Kramp Scholarship
2018 (Won)

Texas Region Hall of Honor Award
2018 (Won)

Phi Theta Kappa Distinguished Officer
2018 (Won)

Nat'l Geographic Chasing Genius
2018 (Semi-finalist)

EXHIBITIONS

SXSW Conference UH Exhibition, 03.2022
'Cair' indoor air quality UI/UX systems design.

UH ID Annual Exhibition, 05.2021
'Stark' up-cycled desk lamp design.

RESEARCH STATEMENT

I design environmentally conscious systems in digital and physical environments that enable meaningful experiences for people. In 2020, the anthropomass on our planet, which includes all materials from man-made objects by designers working across scales from industrial design to the built environment, exceeded the biomass on our planet which includes plants, animals, and other natural organisms.

In my work and research, I search for ways to connect the systems of the natural world to design systems across scales ranging from digital experiences to physical objects and mobility solutions. My goal is to apply these learnings to develop intelligent mobility systems for tomorrow that can ultimately contribute to the natural ecology. I transition fluidly between analyzing data, form-finding in nature, prototyping in the workshop, and experimenting in digital environments.

My senior thesis centers on a sustainable community-scale mobility system that I developed to explore the future of Houston's air mobility infrastructure with an eVTOL concept. In *Natura Formatus*, I explored how product designers might design a product that at the end of its life cycle can contribute to the natural ecology with all elements eventually returning to the Earth. In my sponsored studio project for cookware brand, *Tramontina*, I proposed a visual identity system and sustainable cast-iron cookware concept for their socially responsible customers. Finally, during my internship at Gulfstream Aerospace, I helped the design team ideate ways to effectively communicate its Sustainability Innovation initiative.

PROFESSIONAL EXPERIENCE

Design Intern, Gulfstream Aerospace
Savannah, GA | 08.2022-12.2022

- Sketched low & high-fidelity wireframes; researched new tools in Figma to develop prototypes for a UI/UX project under NDA.
- Collaborated with senior graphic designers and the lead developer.
- Developed spreads approved for print by the CMO for Gulfstream's annual magazine, *Nonstop*, with guidance from the art director.
- Designed sustainability decal concepts for new aircraft; presented to the CMO and leadership on the Marketing/Brand team.

Innovation Designer, InnerGreat Wellness
Oakland, CA (Online) | 08.2021-08.2022

- Led the brand's visual identity, UI/UX system kit design, & competitive landscape research; presented concepts to the CEO.
- Conceptualized future product offerings in SolidWorks and Keyshot.

Visual Identity Designer, Independent
Dallas, TX | 06.2016-08.2022

- Designed versatile visual identity systems and UI/UX digital experiences for clients.
- Focused on sustainable/mission-driven brands in commercial real estate, sports, tech, and nonprofits.

Digital Design Intern, University of Houston
Houston, TX | 08.2020-08.2021

- Animated 2D and 3D motion graphics adhering to the university's brand guidelines.
- Designed graphics approved for a college-wide social campaign highlighting UH history.

Marketing Design Intern, Dallas College
Dallas, TX | 08.2017-08.2019

- Assisted in the research and design of campus-wide marketing campaigns.
- Proposed concepts approved by the marketing director for way-finding & digital experiences.

RESEARCH EXPERIENCE, PUBLICATION & CONFERENCE PRESENTATIONS

Tramontina, Sustainable Cookware Research
Houston, Texas | 03.2022-05.2022

- Conducted observational research and user interviews with socially responsible customers.
- Designed a sustainable cookware line and participated in internal & external design critiques with company executives.

Truth Initiative, Tobacco Control Research
Washington, D.C. | 2018-2019

- Led a successful campaign to make our campus tobacco-free; received approval for "tobacco-free campus" signage.
- Conducted research & interviews with tobacco users, vape users, & led cessation workshops.
- Presented research findings to Dallas College Administration & Truth Initiative Board.

Nat'l Conference on Tobacco or Health
Minneapolis, Minnesota
Panelist | 08.2019

PTK Texas Region Leadership Conference
Marshall, Texas
Workshop Presenter | 10.2018

Truth Initiative College Leader Convening
Washington, D.C.
College Leader/Presenter | 04.2018

RESEARCH PUBLICATION

Civic Scholar Journal:
Undergraduate Research
How the World Works: Breathable Air and Respiratory Health, 2018, p.38
Research Advisor: Prof. Brandi Harris

Pascal Bakari

Design. Systems. Circularity.

972.992.8311
pjbakari@uh.edu
www.pascalbakari.design

INVITED TALKS

**Phi Theta Kappa Officer Training
Workshop Presenter, AZH**
Dallas, Texas | 06.2023

**Phi Theta Kappa Induction Ceremony
Keynote Speaker, AZH**
Dallas, Texas | 05.2023

**Energy Coalition Banquet
Speaker**
Houston, Texas | 04.2022

**Odessa Kilpatrick Elementary School
Workshop Presenter**
Katy, Texas | 04.2022

**UH IDesign Conference
Speaker**
Houston, Texas | 12.2021

**Truth Initiative Board of Directors Retreat
Speaker**
Oxford, Mississippi | 09.2019

REFEREES

Amy Martin (she/her)
Creative Director, Gulfstream Aerospace
Internship Manager
amy.martin@gulfstream.com
(Professional design experience)

Bailey Witt (she/her)
Sr. Graphic Designer, Gulfstream Aerospace
Internship Supervisor
bailey.witt@gulfstream.com
(Professional design experience)

Min Kang (he/him)
Assistant Professor, University of Houston
Thesis Advisor
ckang5@central.uh.edu
(Design experience: Industrial Design & UI/UX)

LANGUAGES

English, Fluent
French, Reading/Writing Knowledge
Swahili, Reading Knowledge

SERVICE & LEADERSHIP EXPERIENCE

Houston Food Bank
Houston, Texas
Volunteer food stocker/recycling | 08.2023

A21 Walk for Freedom
Dallas, Texas
Volunteer Walk Leader | 10.2018

North Texas Food Bank
Dallas, Texas
Volunteer food stocker | 06.2018

Calvary Church, Irving Campus
Dallas, Texas
Youth Group Leader & Tech Team | 2017-19

Undergraduate Mentees
David Aserna, 2023-2024
Srivats Srinivasan, 2021-2023

IDSA, Student Chapter (Elected)
Vice President, UH | 2021-2022

Energy Coalition (Appointed)
Vice Chair of Design, UH | 2019-2022

Truth Initiative (Appointed)
College Leader, Dallas College | 2018-19

Phi Theta Kappa Honor Society (Elected)
President, Dallas College (AZH) | 2018-19

ATTENDED LECTURES/SEMINARS

Royal College of Art | London, U.K.
Inclusive Design: Patricia Moore | 03.2023
In Session: What is Intelligent Mobility | 01.2023

New York Historical Society | NYC
Material Ecology: Neri Oxman | 04.2023

Global Citizenship Alliance | Salzburg, Austria
Seminars on UN Sustainable Development
Goals and Internally Displaced People | 05.2018

PRESS HIGHLIGHTS

[Design Students Who Mean Business.](#) ↗
UH College of Architecture & Design, 2023

[You Belong Interview: Pascal Bakari.](#) ↗
UH College of Architecture & Design, 2022

[Truth Initiative awards five truth IMPACT
scholarships to young adult leaders making
a difference in their communities.](#) ↗
Truth Initiative, 2022

[Why Cigarette Butts Are Guaranteed To Be
The Worst Butts On The Beach.](#) ↗
UPROXX, 2018

[Walk for Freedom Raises Human
Trafficking Awareness.](#) ↗
DFW Rambler Newspaper, 2018
