

Fabián Iniesta

Industrial Designer

Hey, I'm Fabián Iniesta



Contact Information

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Who Am i?

I recently graduated with a degree in Industrial Design from Tecnológico de Monterrey, with additional training at Elisava, faculty of design and engineering, in 2023.

Throughout my professional training, I have collaborated with several renowned companies, including BASE Milano, Miro, Siemens Energy, MISOFA, Placove, among others.

My specialties include production processes, concept development, leadership, teamwork, and project development.

My objective is to join leading companies in the development of innovative products, services, and experiences, with a strong focus on meeting and solving user needs.

Academic Enviroment

- Winner of the Innovation Prize on Horizontes 2023
- CONCLUSIONES SELECTED Perfect Day Profetional Insertion Project
- Vice-President of Student Association of Design known as Designa 2022
- Best of the show Winner at Conclusiones 2023
- CONCLUSIONES SELECTED Poetry Of Objects workshop with Manu Baño

Professional Enviroment and awards

- Perfect Day, Featured and selled at Indefinido Cafe 2024
- Honorable mention winner at the World Honors Talents 2023 with Discodroid 3000
- I.D.E.A. Machines exhibited at BASE Milano at the Milan Design Week 2023
- Lose Yourself nominated at The Index Award 2022
- Winner at the Generac Design for a new Oil Filter in 2022



01 Lose Yourself

Product - Tech



02 Bullet Ballet

Product design



03 Pefect Day

Product - Research



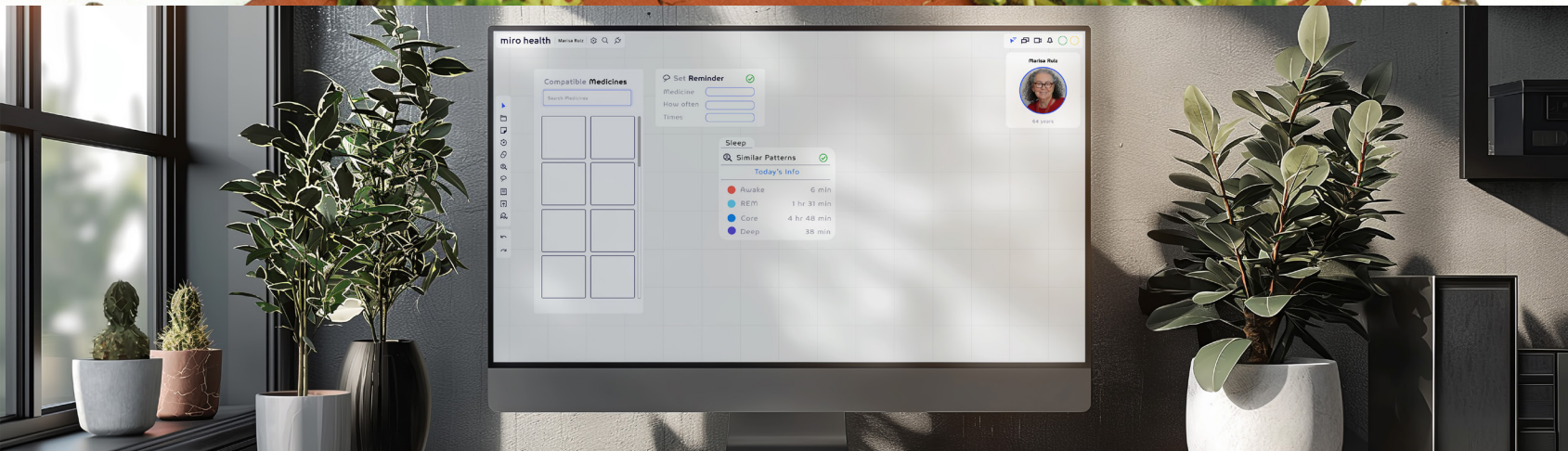
04 DiscoDroid 3000

Product - Tech



05 Panoramas

Product



06 Aditional Projects

UX/UI - Product - Tech

Collaborators and Mentors

01 Lose Yourself

Collaborative work with Paola Aguilar

Under mentorship of Aldo Cañedo and Erick Pérez

02 Bullet Ballet

Under mentorship of Jorge Diego Etienne and Henry Julier

03 Perfect day

Under mentorship of Lobsanth Tadeo and Ricardo Espinosa

04 DiscoDroid 3000

Collaborative work with Marcela Zavala

Under mentorship of José de la O, Aldo Cañedo, Mar Namihira, Phil Balagtas and Erick Pérez

05 Panoramas

Under mentorship of Mariana Solís

06 Additional Projects

- Miro Health

Collaborative work with Lorena Zayas and Daniela Pazarán

Under mentorship of José de la O, Phil Balagtas and Mario Franco

- Hydrogreen

Collaborative work with Marcela Zavala, Erandi Estrada and Daniela Pazarán

Under mentorship of José de la O, Aldo Cañedo, Mar Namihira, Phil Balagtas and Erick Pérez

- In-Molecules

Collaborative work with Brenda Picazo, Gabriela Galaviz and Alejandro Cabero

- Brightside

Under mentorship of Manuel Bañó

//01

Lose Yourself



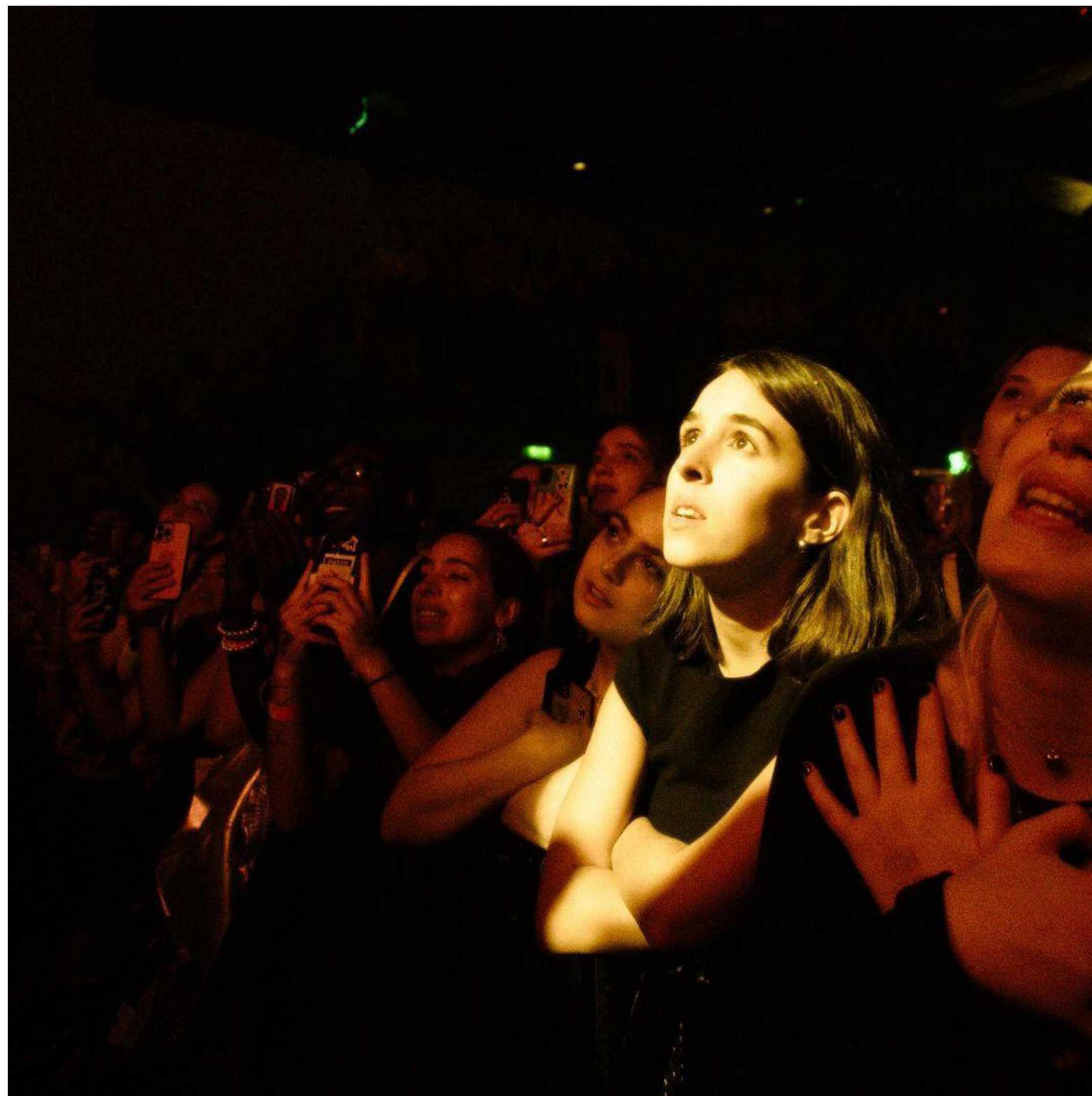
Nominee at:

**The
Index
Project**

<u>Duration</u>	/	<i>2 Weeks</i>
<u>Section</u>	/	<i>Product & Technology</i>
<u>Executed</u>	/	<i>2022</i>

Over 466 million people worldwide live with hearing loss. While deafness changes the way we experience sound...

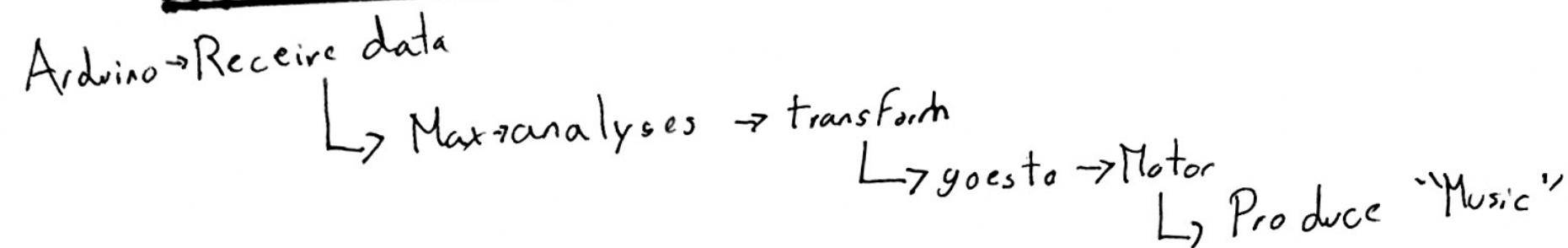
It also opens up new avenues for communication and connection.



Following the “Maximum Minimum” philosophy, which aims to create the greatest impact with the least resources, we chose to address a **real-world challenge**.

Based on both primary and secondary research, we asked ourselves: How can deaf individuals experience and enjoy music in the same way as we do?

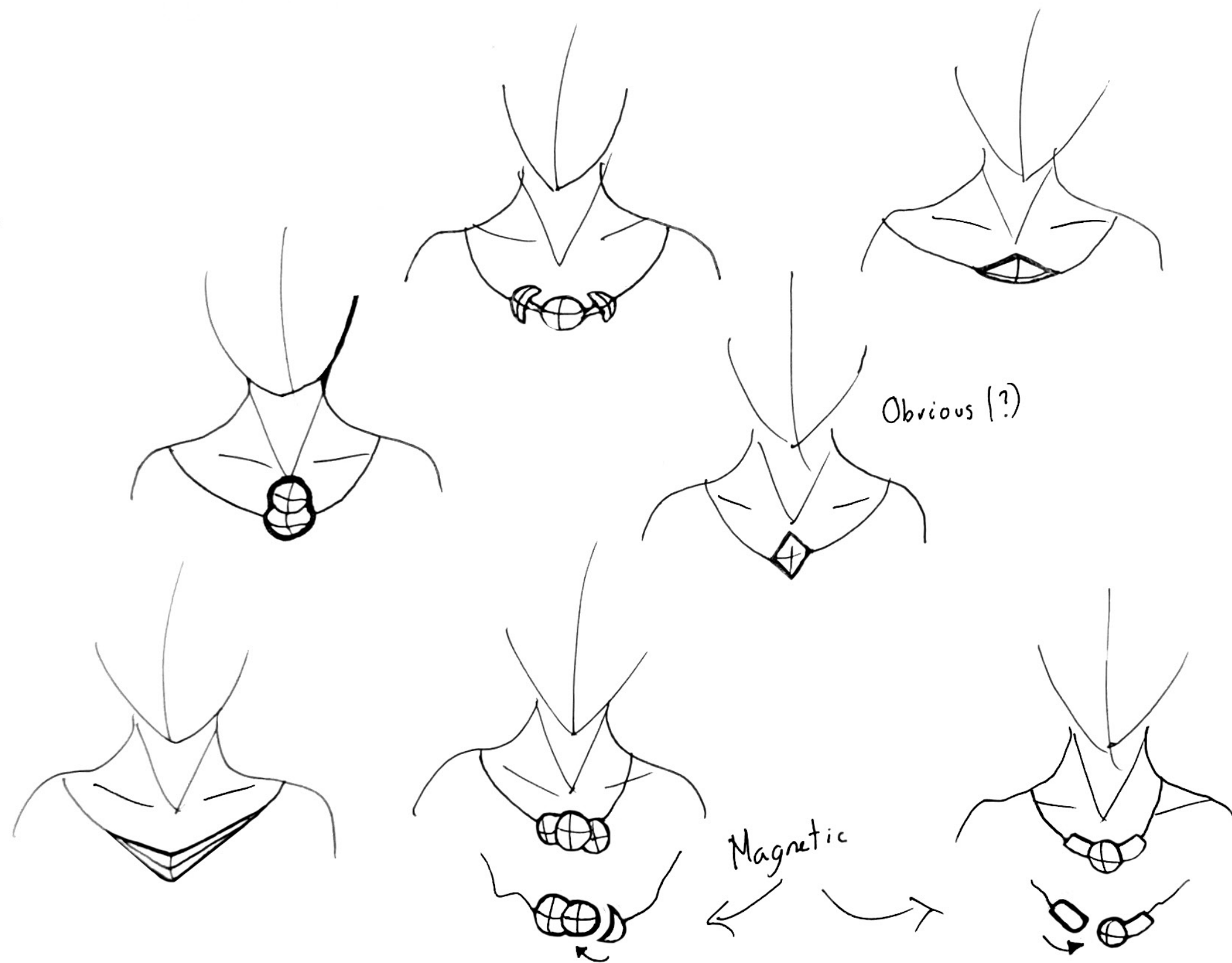
Device sequence



Need to:

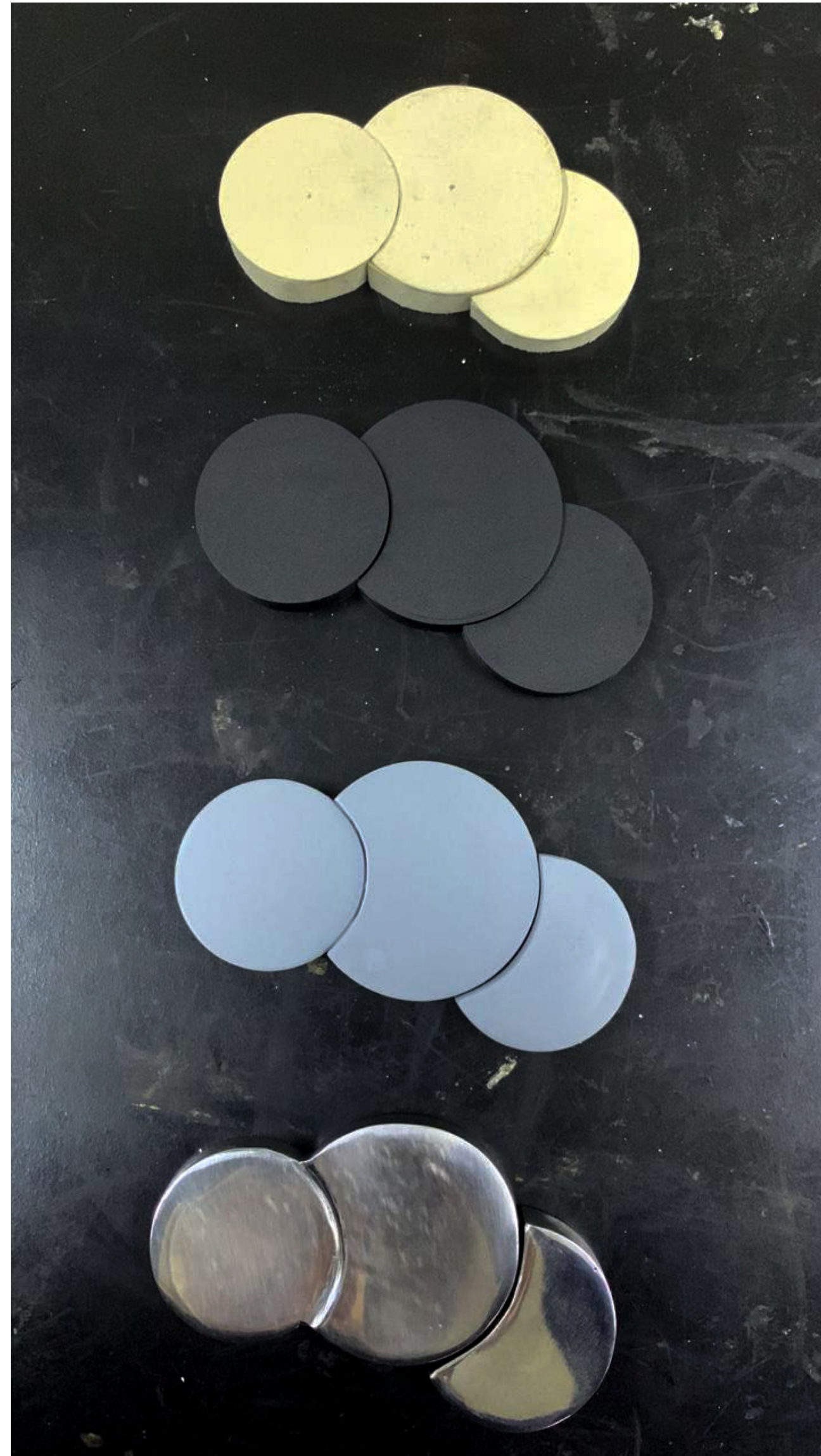
- Small
- Wearable
- Simple
- User centered

* Lets use the chest as a natural resonance chamber
(((. 1)))



Technical requirements

- Arduino esp32
- Design a Max - Arduino programme
- x2 Vibrating Motor
- Battery
- Charging port



Initial tests were conducted to determine the material, as well as the size and arrangement of the components.

Due to its practical approach to solving a real-world problem and the feasibility of the product, it was nominated for the **2023 Index Award** in the Body category.

//02

Bullet Ballet



Published at:



Exhibited at:



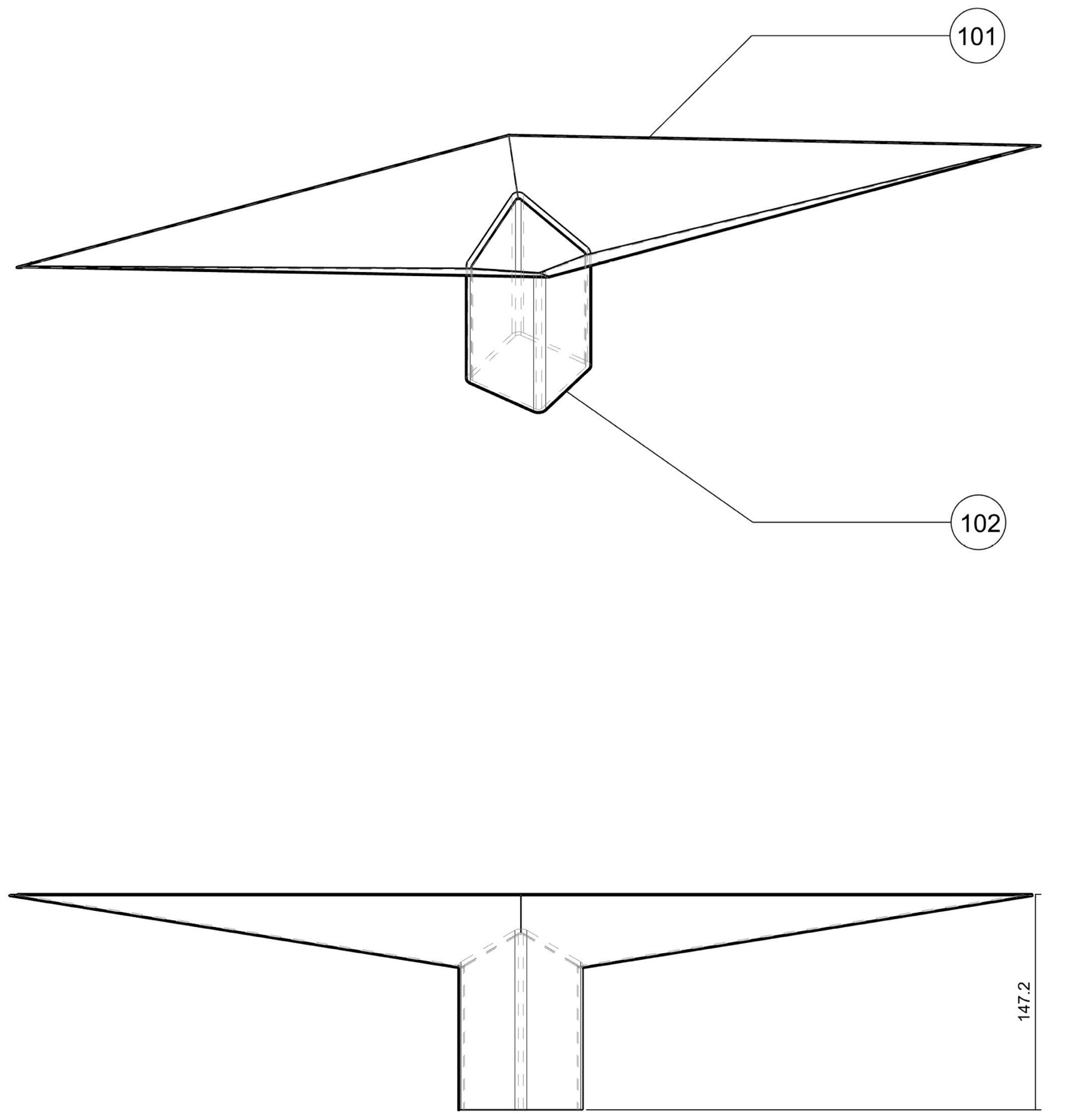
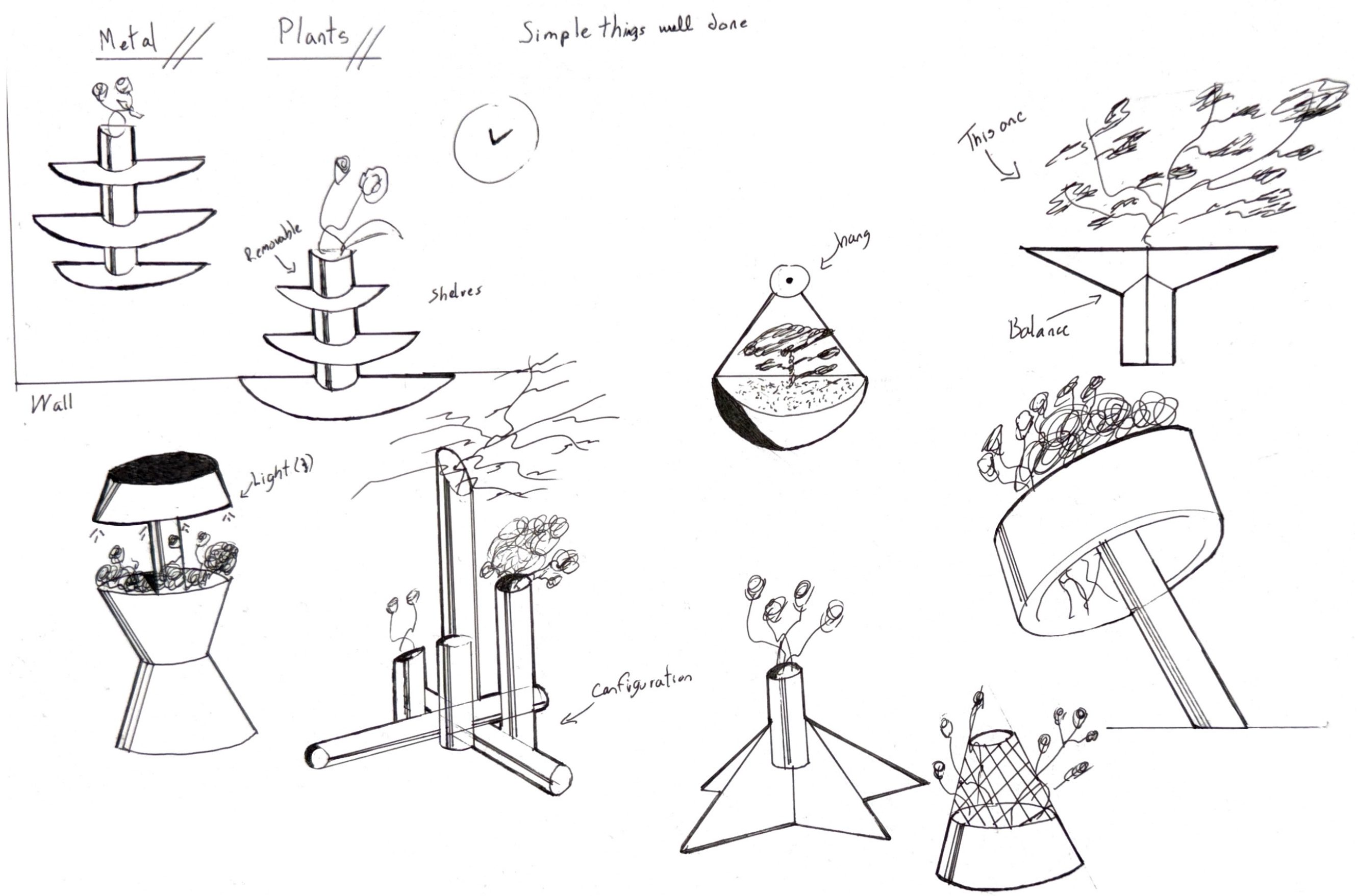
Duration	/	1 Month
Section	/	Product
Executed	/	2024

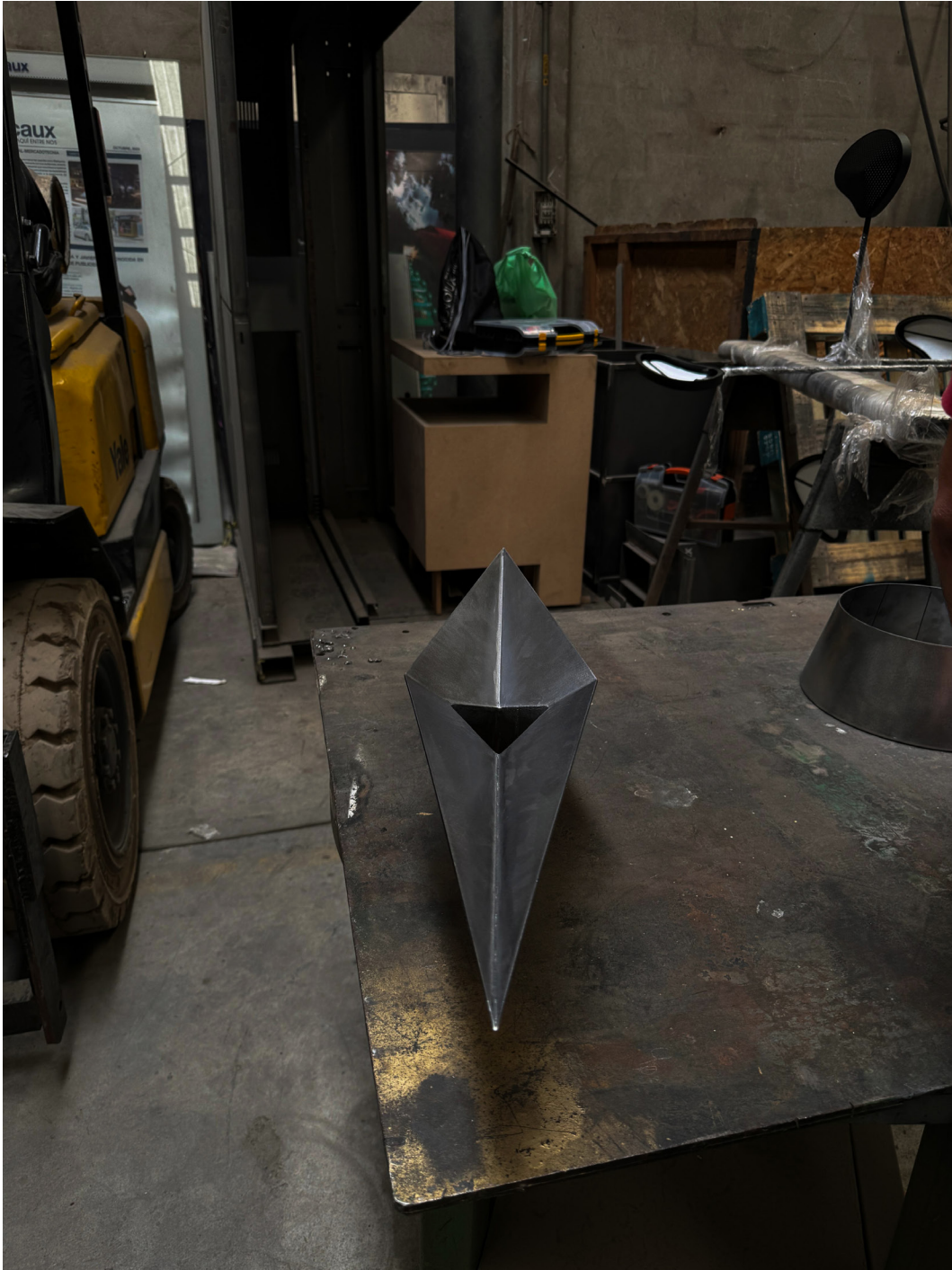


“Time passes, and so do we.”

The purpose of this design is to question and explore our personal relationship with plants by proposing a home configuration that integrates and enhances the presence of plants in domestic settings as part of the workshop presented by *Henry Julier*.

Bullet Ballet was the result of a personal exploration with plants, exploring the passage of time through our lives, and inviting us to appreciate each of the small events that occur within life.





The selected design aimed to give the vase a horizontal dimensionality, creating a sort of canvas where petals and leaves can fall, stems can rest, and water can gently flow.





//03

Perfect Day



Selling at:

INDEFINIDO®

Duration	/	<i>2 Months</i>
Section	/	<i>Product & Research</i>
Executed	/	<i>2024</i>

Digital Culture

noun

1. The set of practices, behaviors, and forms of communication that arise from and are influenced by the use of digital technologies and the Internet.
2. The societal changes and transformations resulting from the integration of digital media into everyday life, impacting areas such as communication, education, commerce, and social interaction.
3. The evolving landscape of technological advancements and their effects on human interaction, cultural expression and communication.

Definition derived from in-depth research on the subject





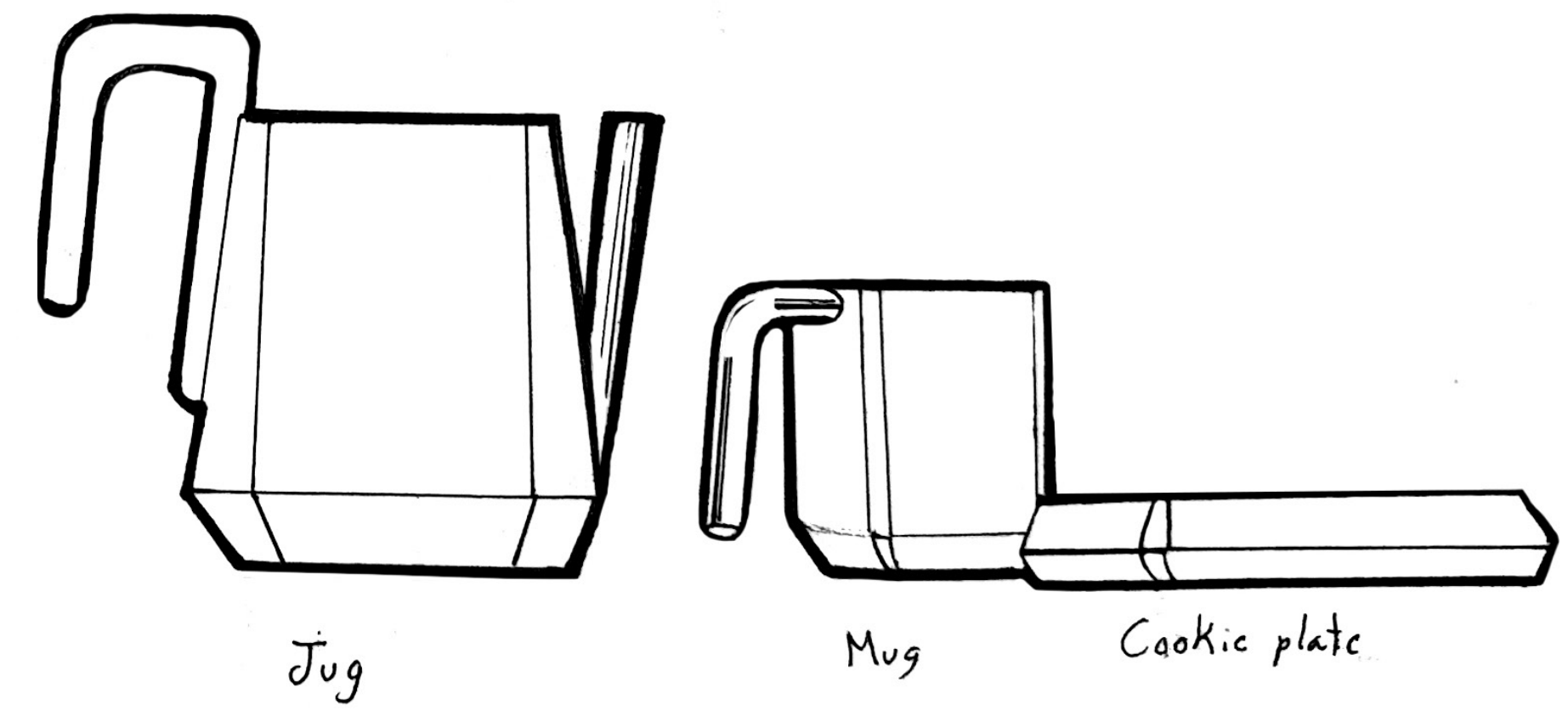
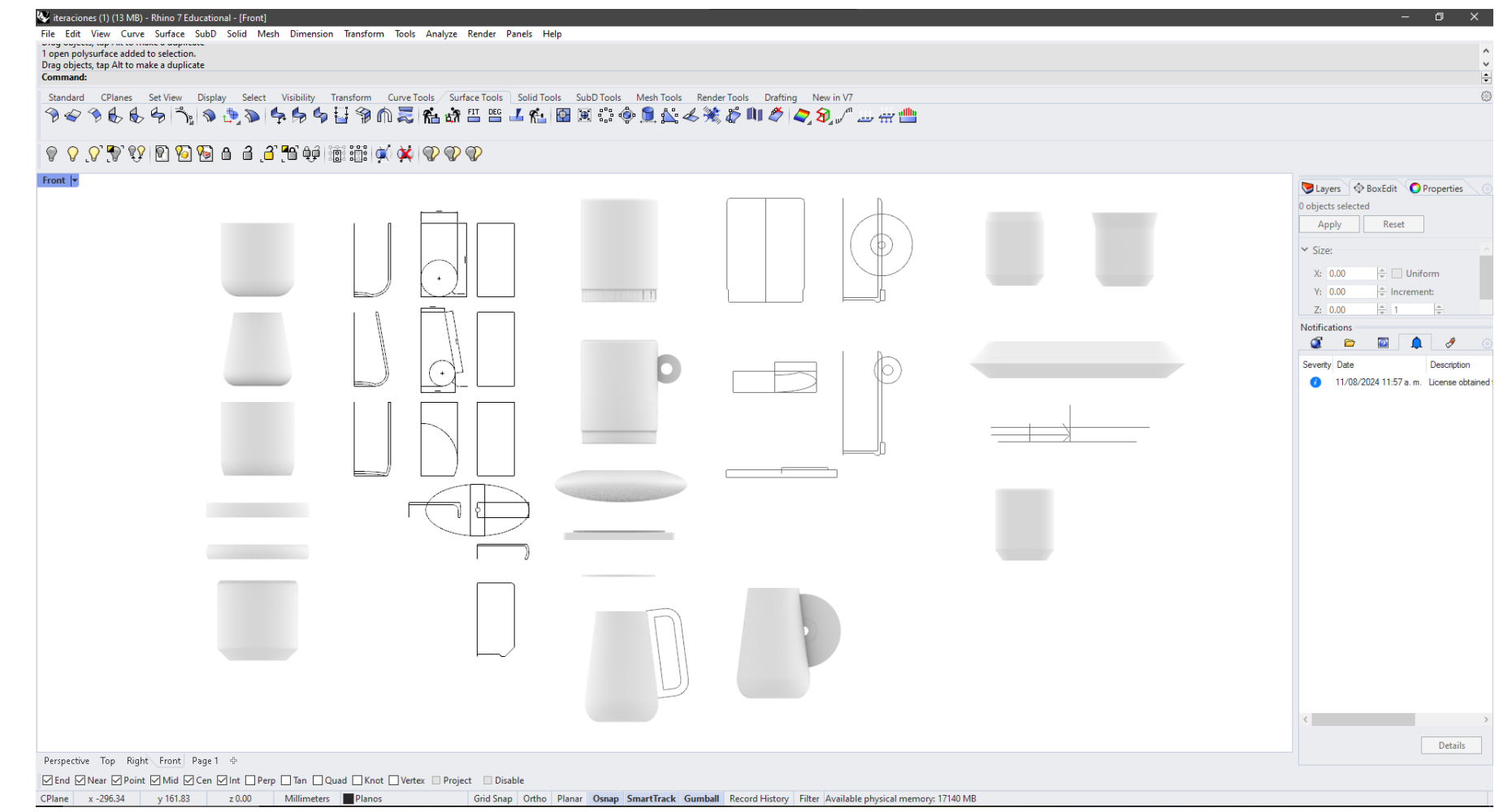
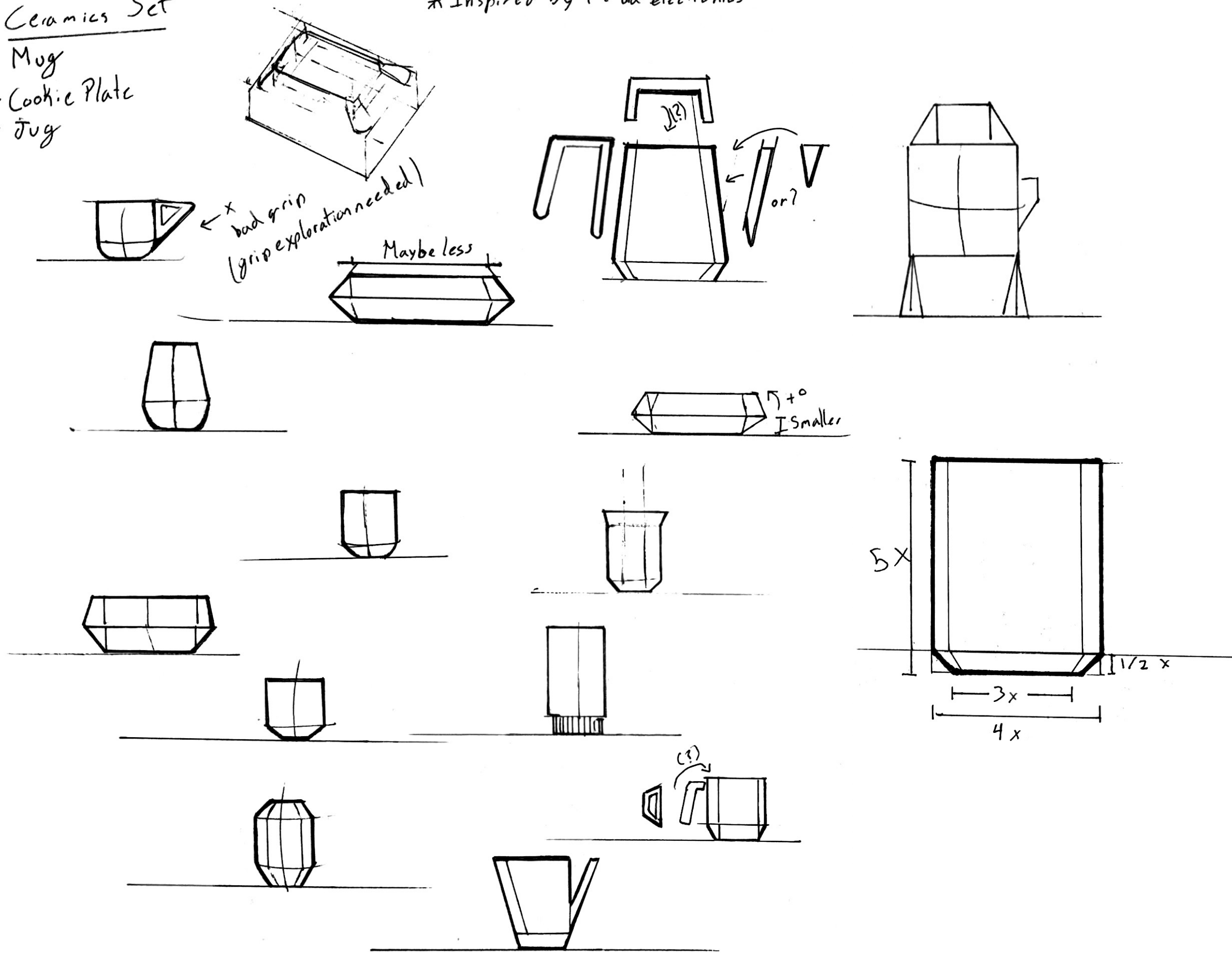
The primary goal of this project was to explore the connections between digital culture and conventional culture, drawing lines between these two realms. It aims to foster coexistence and dialogue between them, encouraging reflection on human communication throughout history with each new medium introduced. The project examines how both cultures can coexist within environments, continuously engaging with and influencing each other.

Conducting research through the observation of various media, both physical and digital.

Ceramics Set

- Mug
- Cookie Plate
- Jug

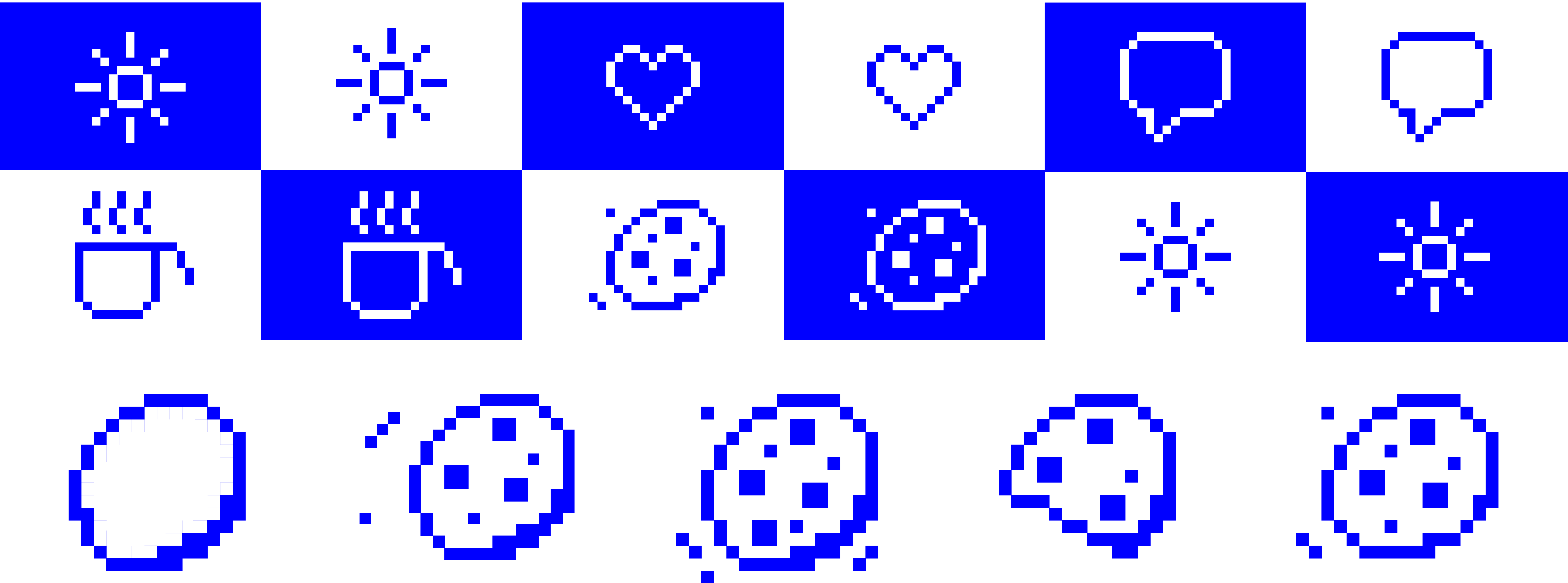
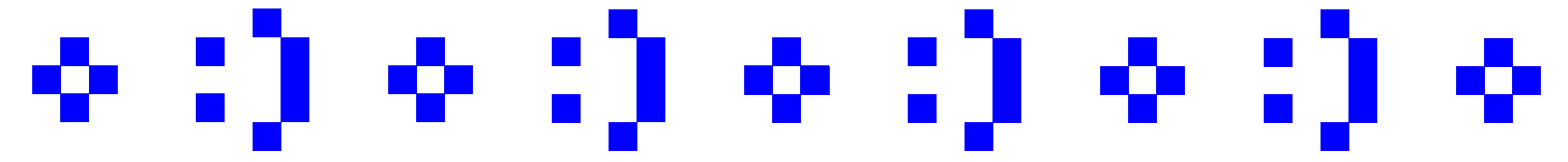
* Inspired by the old electronics



The product ideation process, inspired by the injection molds of early digital computers, combined quick hand sketches with 3D modeling software to assess feasibility through physical and digital prototypes.

The digital exploration emphasized the product's **communicative function**, drawing inspiration from traditional ways of communication like greek vases or stained glass. It utilized the "Pixel" as a universal symbol for clear, simple representation.

Additionally, the design incorporated blue and white colors, referencing **Talavera ceramics**.









//04

DiscoDroid 3000



Winner at:



Duration	/	<i>2 Months</i>
Section	/	<i>Product & Technology</i>
Executed	/	<i>2023</i>

A TRIBUTE TO THE HI-NRG!

Gabriel López, a musician and artist from Obscene, requested the manufacturing of a series of synthesizers, the synthesizers replicate the characteristic sound of Hi-NRG music.



El Maximo Exponente de la Musica Disco de México

Sprite

POLYMARSH

Presentando el Nuevo Show

Por la Vez **EN EL CASINO CHARRO DE MORELIA MICH.**

y su nuevo sistema de iluminación programada DE LA MAS GRANDE NUBE LUMINOSA, 700 KILOS EN EL AIRE Y LA PRESENTACION

preventa \$1000*
en taquilla \$1200*
R. de mesa \$1200*

New Romance de Tony Carrera

BOLETOS EN: Estereo DISCO - AV. MADERO OTE. 38 TEL. 241-26

SABADO 30 NOV. 8pm

DIRECTAMENTE DE DISCO KEEP'S

POINTED

DOMINGO 26 MARZO

PRONAMENTE CONCURSO DE BALLETS (INSCRIBETE)

PRIMERAS 30 PERSONAS POSTERS DEL EVENTO

GRAN CONCIERTO CON LO MEJOR DEL HI-ENERGY 80-84 CON

SAB 25 MAR.

ROSIOV

SALON DE FIESTAS ARASU DISCO

Av. Chimalhuacan 60 Cost. Esq. Av. Cuauhtemoc Col. Edo. Mex. Frente al Frigorífico del Bordo

Number One

POLYMARSH

CON LA INTRODUCCION DE DISCO SHERIF

PROX. GIGANTESCO BLUPER EQUIPO, RHYTHMS

PREVENTA \$ 1000*

coapa

EN EL AMONTES AUDITORIO DE V. NICOLAS ROMERO

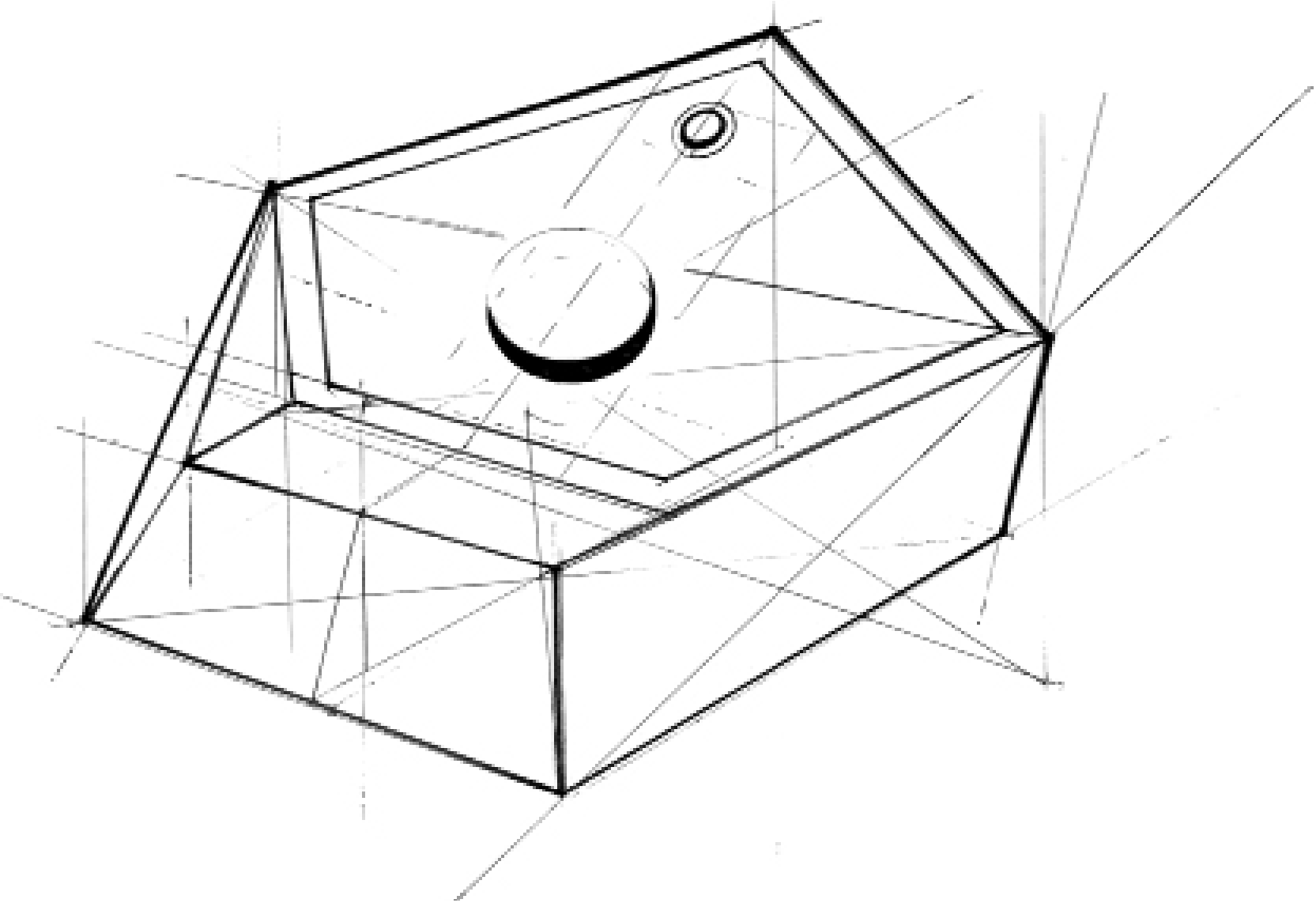
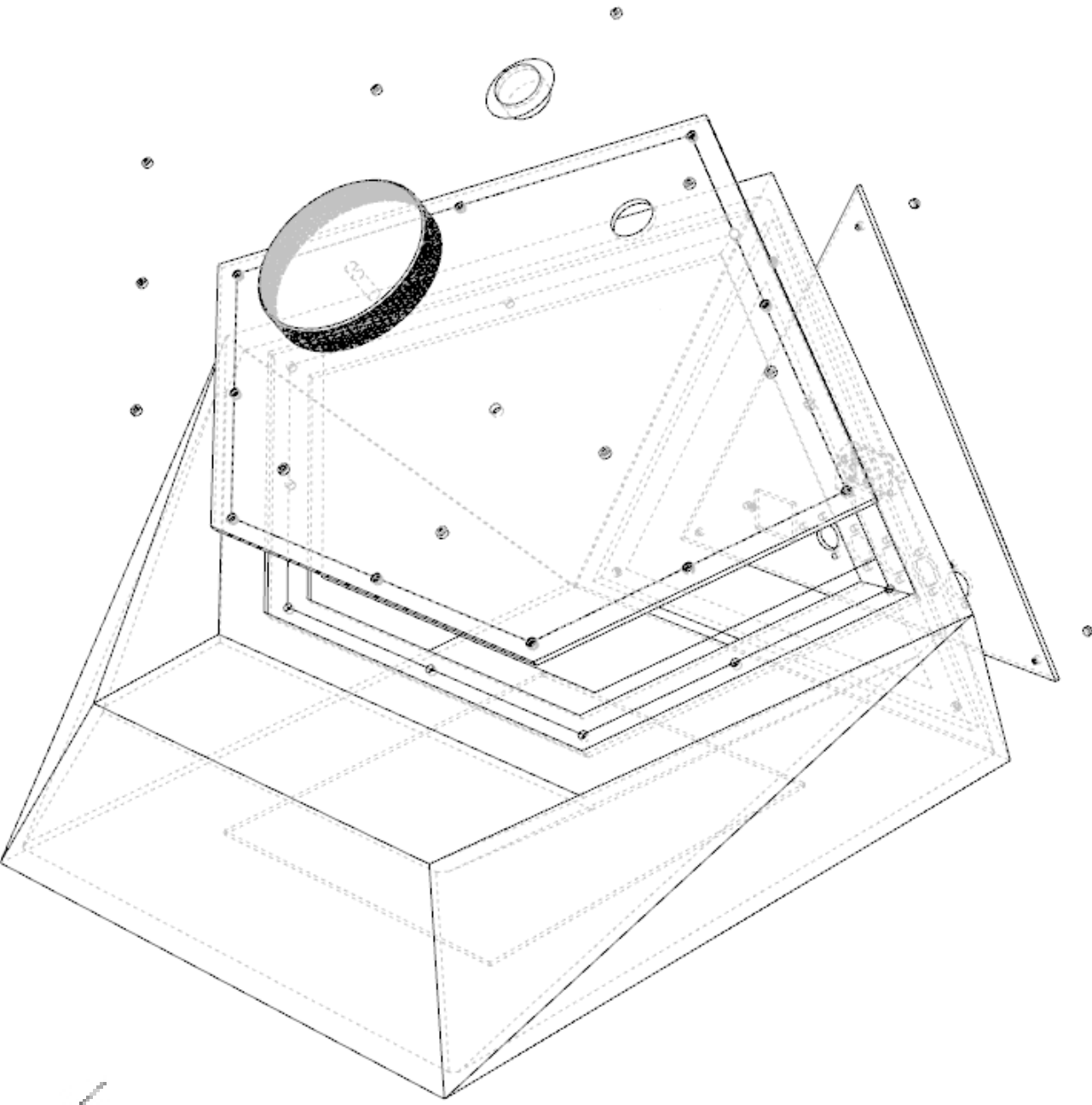
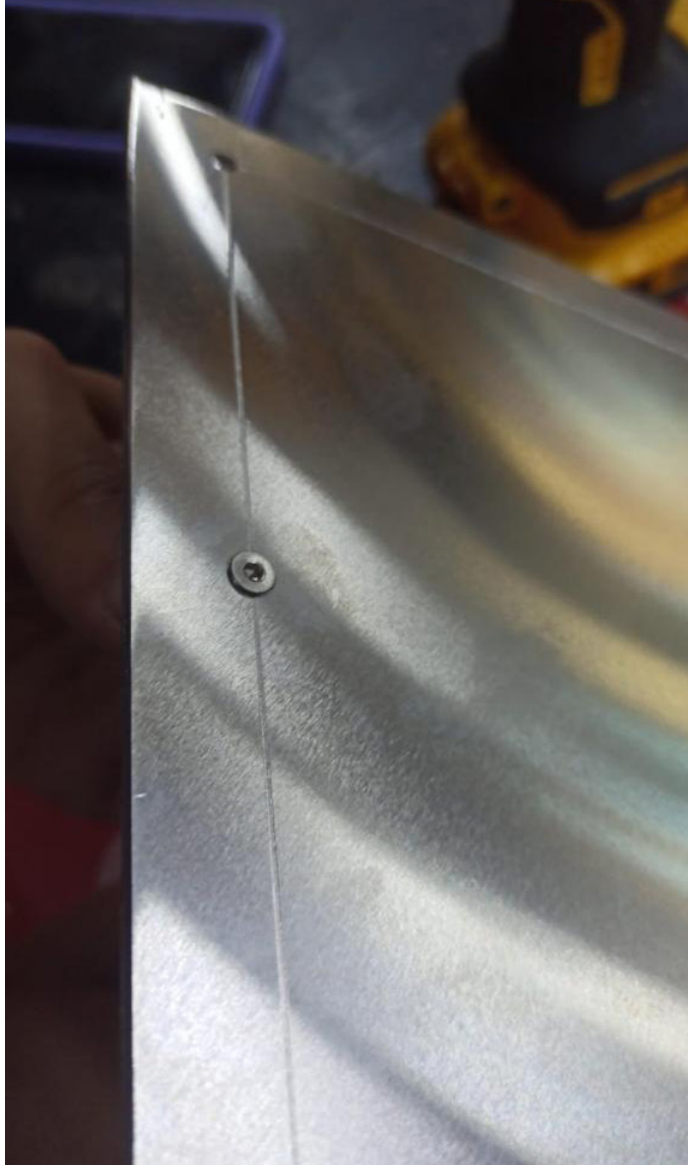
preventa \$ 800*

CON EL SHOW DE

DOMINGO 20 JULIO

CON EL SHOW DE

Inspired by the innovative and futuristic aesthetic of renowned Mexican graphic designer Jaime Ruelas, particularly his iconic series of illustrations for groups like Polymarch, the synthesizers are designed to incorporate and reflect these distinctive retro-futuristic elements. The project aims to blend Ruelas' avant-garde visual style with cutting-edge musical technology, resulting in synthesizers that replicate the characteristic sound of Hi-NRG music while embodying the visionary artistic principles of that era.







//05

Panoramas



<u>Duration</u>	/	<i>1 Month</i>
<u>Section</u>	/	<i>Product</i>
<u>Executed</u>	/	<i>2022</i>



Through a material exploration I undertook with clay, one of the oldest materials used by humans, I conducted various tests, exposing the material to different environments to study its properties, particularly its ability to absorb and retain water. My aim was to find a way to effectively apply these properties to create a product.



+



This project was directly inspired by architectural spaces and tiling. It utilizes clay and its natural properties to create an optimal environment for plant life, while also reducing the installation costs of green walls.



The present results enable the incubation of plants, which thrive in the clay environment, taking root and growing from seeds.





//06

Additional

Projects

Miro Health

Duration	/	<i>1 Month</i>
Section	/	<i>UX/UI</i>
Executed	/	<i>Dec 2022</i>

Miro tasked us with the development of a service as a new offering distinct from their current services, designed for the Mexican society of 2032.

The proposed service aims to support the medical sector by maintaining continuous contact with clients and providing a platform for storing patient profiles, utilizing technologies such as machine learning. The primary focus is to provide enhanced care and medical assistance for elderly patients.



Hydrogreen

Duration / *1 Month*

Section / *Product UX/UI*

Executed / *Jun 2023*

Siemens Energy commissioned an interactive machine for their Mexico City offices to showcase the functionality of their hydrogen energy, including real-time electrolysis. The design, inspired by arcade machines, encouraged user interaction with varying outcomes. After rigorous testing, the custom Arduino-powered machine was approved, and a production manual was delivered.



In-Molecules

Duration	/	<i>1 Month</i>
Section	/	<i>Product</i>
Executed	/	<i>Jul 2022</i>

Generac, as part of a challenge, tasked us with redesigning a new oil filter to make installation significantly easier and to develop a patentable system for their line of power generators. We emerged as winners of the challenge with our pressure-seal system design.



Brightside

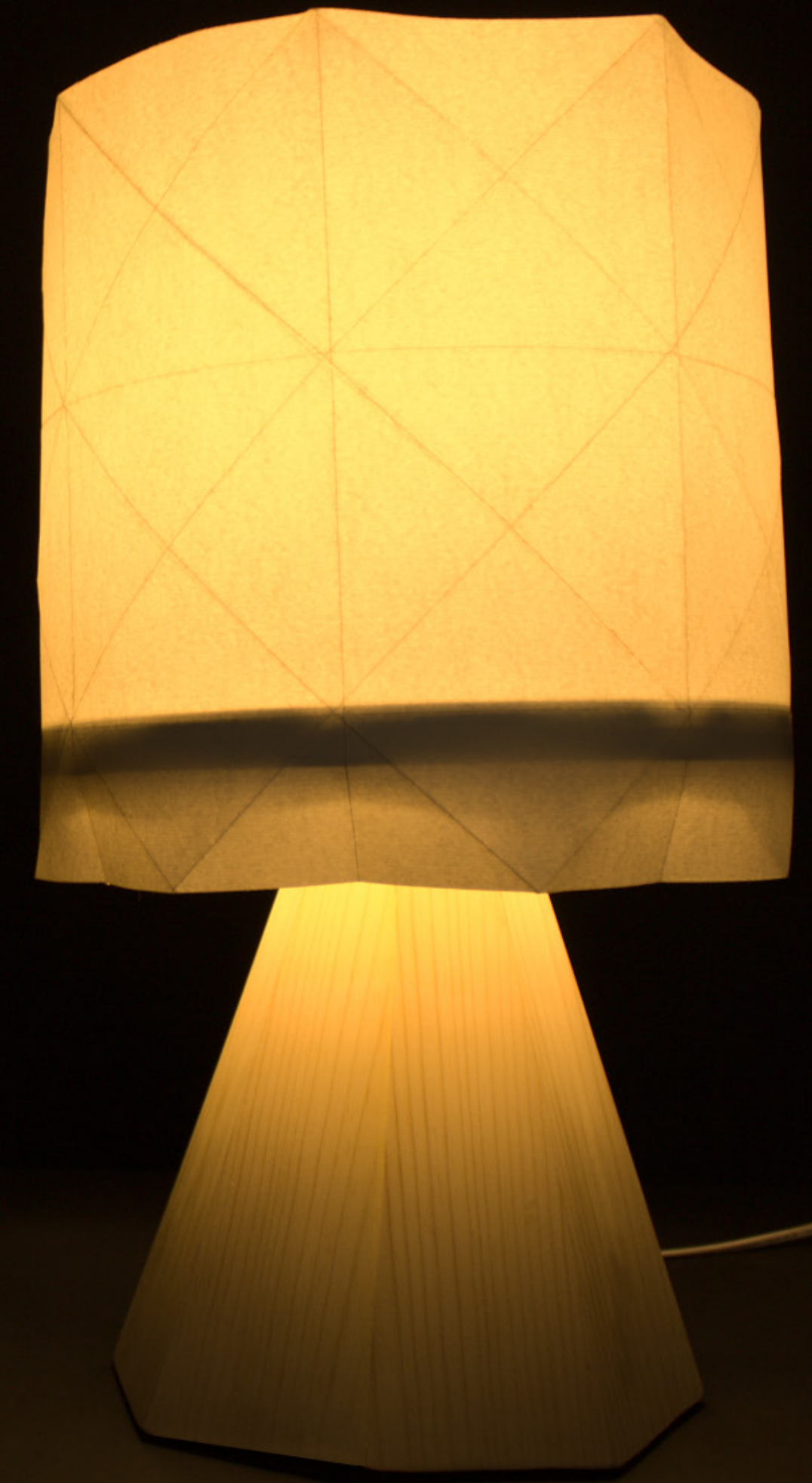
Duration / *1 Month*

Section / *Product*

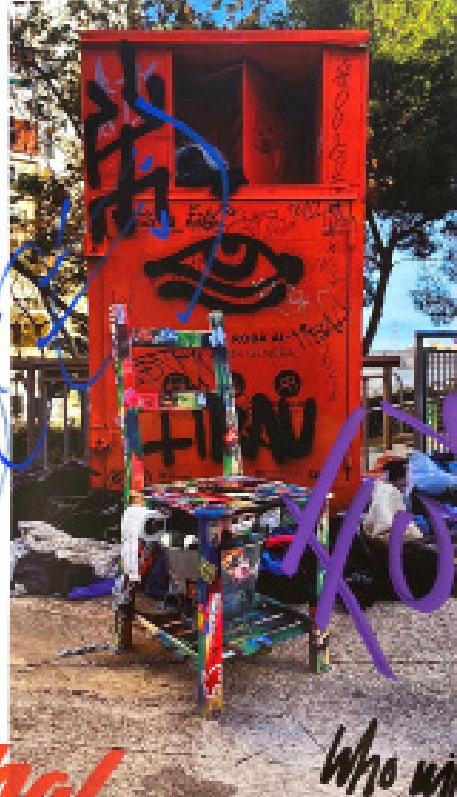
Executed / *Apr 2022*

Brightside is a luminary created during the workshop “The Poetry of Objects,” led by Spanish designer Manuel Bañó. The task was to design a luminary inspired by a poem by Guillermo Crespo and a given material.

My luminary was inspired by the way light filters through the leaves of trees in the morning, creating a painting of light. The primary material used in this design was paper.

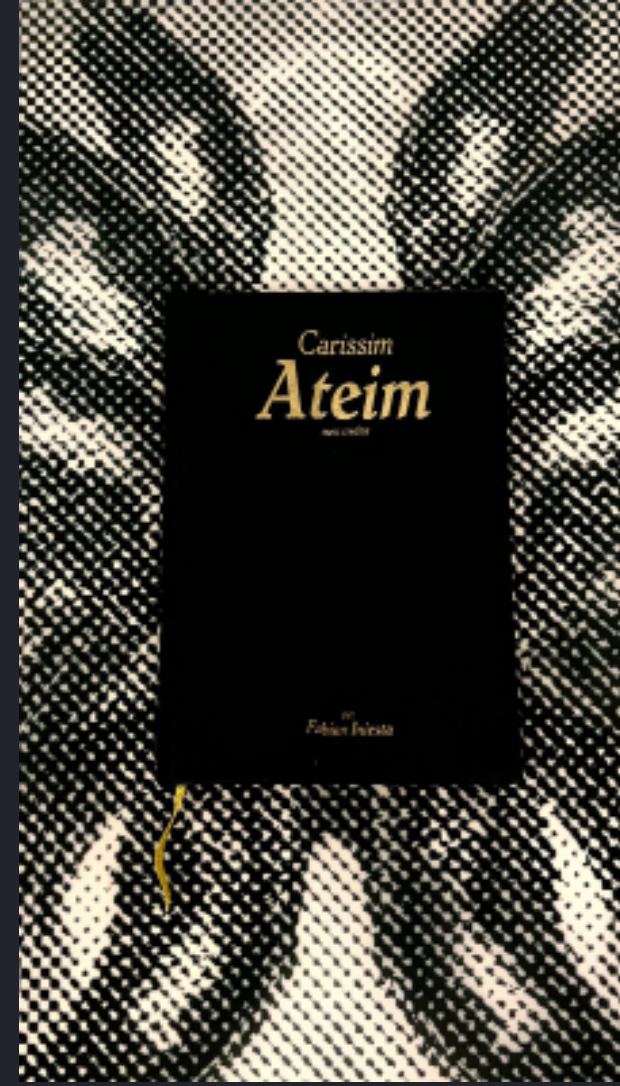


Territorial
Pissings



KOOLIAN

Renata. Who will be the king?



Conceptual / Graphic / Experimental

You can explore more of my design projects at my website <https://thevertigo.mx/>



Thank you for your time!!!

Att: Fabián Iniesta

<https://thevertigo.mx>

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